

VISITOR CHARACTERISTICS BY MAJOR MARKET AREAS

1999 ANNUAL VISITOR RESEARCH REPORT



VISITOR CHARACTERISTICS BY MMA

U.S. West

As the largest of the MMAs in terms of total expenditures, visitor days, and visitor arrivals, the U.S. West continued to be Hawaii's core market with healthy growth in 1999. Spending per person per day increased by 2.4 percent to \$136 per day. Still, that level remains among the lowest of all the MMAs. Length of stay was relatively flat at 9.71 days. Among other highlights in the U.S. West:

- Although it remains a heavy repeat market with 75.3 percent of visitors having visited more than once, the U.S. West also saw a sizable increase in first-time visitors (7.2%).
- As in previous years, approximately half of these visitors go to Oahu, and the other half exclusively stay on the neighbor islands.
- Fewer U.S. West travelers came on group tours in 1999, but travel packages and independent travel grew.
- Only 53.9 percent of U.S. West visitors stayed in hotels in 1999, while 29.4 percent stayed in condominiums.
- Convention travel from the U.S. West market increased by 17.0 percent over 1998, making it one of the fastest growing segments of travel to Hawaii from the market.
- U.S. West visitor arrivals tend to peak in the summer and moderate during the winter months.

Almost all of Hawaii's 2.3 million U.S. West visitors arrive from domestic points of origin. Only about 100,000 arrive from international points. California's 1.36 million visitors dominate the U.S. West visitor count at 61.1 percent of the market. Washington and Oregon are the next largest with approximately 300,000 and 150,000 visitors, respectively. California is also the largest single state market accounting for 31.9 percent of domestic visitors and 20.9 percent of total visitors to Hawaii.

U.S. East

A strong growth in arrivals for the U.S. East (6.1% over 1998), coupled with a long length of stay (10.23 days) and relatively high expenditures per day (\$167 per visitor) pushed the U.S. East market past Japan and into second place for total expenditures in Hawaii for 1999.

In addition:

- Growth in U.S. East convention travel was especially high, up 21.2 percent from 1998.
- Nearly half of U.S. East visitors were first-timers in 1999. Moreover, the rate of growth for U.S. East first-time visitors was faster than for repeat visitors (6.7% vs. 5.6%).
- The increase in U.S. East visitors was felt on all islands particularly the neighbor islands. Nevertheless, Oahu still hosted 60.7 percent of U.S. East visitors.

- U.S. East visitors are more likely than their U.S. West counterparts to stay at hotels.
- U.S. East visitors are more or less evenly spaced throughout the year except for slightly higher proportions in the winter and summer months.

The U.S. East's 1.6 million visitors are also predominantly from domestic points of origin, with only about 83,000 arriving on international flights. The largest sub-market in the U.S. East is the East-North-Central Region (375,000 visitors). This area includes Illinois, Indiana, Michigan, Ohio, and Wisconsin. Strong arrivals were also seen in the Mid-Atlantic Region (New Jersey, New York and Pennsylvania) and the West-South-Central-Region (including Texas among others). Both the South Atlantic and the West-North-Central Regions registered more than 10 percent growth for 1999.

Japan

Total Japanese visitor expenditures fell in 1999 due to declines in both arrivals and daily visitor spending. The length of stay held steady at 5.68 days. With the decline, Japan slipped to third largest among the MMAs in terms of total expenditures. However, the Japanese were still the highest spenders per day at \$227 per visitor.

In addition:

- A decline in repeat visitors pushed the share of first-time visitors to 51.5 percent of the Japan market.
- Nearly all Japanese (95.9%) visit Oahu and for 73 percent Oahu is the only island visited.
- Most Japanese visitors come on group or package tours.
- Close to 90 percent of Japanese visitors stay in hotels.
- An impressive 19.5 percent of Japanese visitors come here for a wedding or honeymoon. There were 15.9 percent more Japanese visitors here for that purpose than 1998, the only category in this market showing an increase in 1999.
- July, August, and September are the most popular months for Japanese visits.

Of the 1.8 million Japanese visitors to Hawaii, fewer than 50,000 arrived from domestic points of origin. Of those arriving on international flights, 65.7 percent were from three central Japan regions, Kanto (which includes Tokyo), Kinki (including Kyoto and Osaka) and Chubu (including Nagoya).

Canada

Hawaii experienced an exceptional year for tourism from Canadian in 1999. Increases in arrivals, average length of stay, and per person per day spending, drove up total expenditures in this market by 38.5 percent. Canadians, on average, stayed in Hawaii for 13.26 days, the longest among Hawaii's visitor groups. Average daily visitor spending increased by 5.7 percent but remained third lowest among the MMAs at \$143.

- A driving force for the overall increase in the Canadian market was the first-time visitor segment, which registered an 18.4 percent increase from 1998 and accounted for 41.6 percent of Canadian arrivals.
- True independents made up the largest component of these visitors.
- In contrast to the Japan market, more than 70 percent of Canadian visitors go to at least one neighbor island. About as many Canadians go to Maui as Oahu.
- About 60 percent of Canadians stayed in hotels, with 28.0 percent staying in condominiums.
- The Canadian visitor market is very seasonal. This is especially true for Canadians flying direct from Canada or from other international destinations. Hawaii sees relatively few Canadians from May through September.

While most Canadians flew into Hawaii direct from Canada or from other international destinations, a fair share (nearly 15 percent) flew to Hawaii from U.S. cities.

Europe

Although arrivals from Europe increased in 1999, total expenditures fell because of a sharp decline in spending per person per day. Europeans spent the least of all groups per day in 1999. Length of stay also dropped slightly, but still remained high at nearly 12 days.

- The majority of Europeans were first-time visitors, but a surprising 44.0 percent were repeat visitors. Europeans averaged two previous trips to Hawaii.
- Many Europeans made their travel arrangements independently, though a significant number purchased packages for at least their air and hotel arrangements.
- Nearly 65 percent of Europeans visited Oahu. Maui was the next most popular destination, capturing 41.0 percent of European visitors.
- Europeans primarily came to Hawaii for pleasure, but those who came for conventions increased by 15.4 percent in 1999.
- Approximately 70 percent of European visitors stayed at hotels.
- August, September, and October were the most popular months for Europeans (especially those from the United Kingdom and Germany).

The bulk of Europeans flew to Hawaii via U.S. cities. Germany and the United Kingdom make up 80 percent of the visitors from the Europe MMA.

Oceania — Australia and New Zealand

A decline in the average length of stay reduced the total expenditures of visitors from Australia and New Zealand slightly in 1999, despite an increase in arrivals. Nevertheless, this market remained a relatively high spending one (\$194.2 per person per day) and long-staying (8.46 days).

- The share of first-time visitors dropped dramatically from this market in 1999, although first-timers were still in the majority.

- True independents fell as a share of total while those on air and hotel packages increased.
- More than 85 percent of visitors from this region visited Oahu, but neighbor island travel has become more popular.
- The bulk of travelers from this market stayed in hotels.
- Most visitors came for pleasure, with sharp increases in honeymooners. All types of business travel also increased.
- June through October was the most popular period for travel to Hawaii.

Most Australian and New Zealand visitors came from international cities. Approximately 72 percent of this market were Australian residents.

Other Asia

Expenditures from the Other Asia MMA declined in 1999. In particular, there was a sharp drop in the average per person per day spending and length of stay. Arrivals, on the other hand, increased by 13.2 percent.

- The number of first-time visitors increased by 43.5 percent while repeat visitations fell. This boosted the share of first-time visitors to 71.2 percent for this MMA.
- Group tours and package trips were the most common form of travel for this group.
- Most of the visitors from this region spent their time in the State on Oahu only, but travel to Maui and the Big Island showed some growth.
- Hotels were by far the most prevalent form of accommodations for Other Asians.
- Honeymoon/weddings and meetings, conventions and incentives showed the largest increases, but the bulk of travelers came for pleasure.

The share of those coming from international points to Hawaii increased sharply in 1999, but a surprising 31.1 percent of the visitors from Other Asia came to Hawaii from a U.S. point of origin. The largest number of visitors in the other Asia MMA came from Taiwan (42,703). Korea was in second place (39,263) followed by China (27,466).

Latin America

Visitor expenditures of Latin Americans arriving on flights from the Mainland U.S. in 1999 increased despite a decline in the number of visitor days, arrivals and average length of stay in 1999. The compensating factor was spending per person per day, which rose dramatically for this MMA (32.2%), to \$172.80 in 1999.

- First-time visitors continued to be the majority among Latin Americans visiting Hawaii, although the share was down from 1998.
- Latin American visitors purchasing group or tour packages also declined from 1998.
- Oahu was the most popular Island for Latin American visits (72.6%) followed by Maui and the Big Island.
- The majority of visitors from this MMA (73.1%) stayed in hotels.

- Pleasure trips continued to be the primary purpose of travel for visitors from this market (79.5%), and 10.2 percent of Latin American visitors were on their honeymoon.

There were no respondents from Latin America in DBEDT's survey of international travelers. Therefore, visitor characteristics from Latin America arriving on international flights were not available. Other sources indicate that there were a small number of international travelers from this MMA. However, they have been included in Other MMA due to the lack of more specific information such as length of stay, etc.

TABLE 13: U.S. West MMA Visitor Characteristics: 1999 vs. 1998

| U.S. WEST | TOTAL | | | DOMESTIC | | | INTERNATIONAL* | | |
|------------------------------|------------|------------|----------|------------|------------|----------|----------------|---------|----------|
| | 1999 | 1998 | % Change | 1999 | 1998 | % Change | 1999 | 1998 | % Change |
| Total Visitor Days | 22,412,942 | 20,663,240 | 8.5% | 21,728,417 | 20,220,943 | 7.5% | 684,526 | 442,297 | 54.8% |
| Total Visitors | 2,308,836 | 2,125,993 | 8.6% | 2,208,409 | 2,047,943 | 7.8% | 100,427 | 78,050 | 28.7% |
| PARTY SIZE | | | | | | | | | |
| One | 450,920 | 441,387 | 2.2% | 430,747 | 419,143 | 2.8% | 20,173 | 22,244 | -9.3% |
| Two | 1,021,846 | 945,012 | 8.1% | 980,528 | 916,288 | 7.0% | 41,318 | 28,724 | 43.8% |
| Three or more | 836,069 | 739,594 | 13.0% | 797,133 | 712,512 | 11.9% | 38,936 | 27,081 | 43.8% |
| Avg Party Size | 1.96 | 1.94 | 1.2% | 1.97 | 1.94 | 1.6% | 1.88 | 2.06 | -8.7% |
| VISIT STATUS | | | | | | | | | |
| First-Time | 570,653 | 532,257 | 7.2% | 549,022 | 508,919 | 7.9% | 21,631 | 23,337 | -7.3% |
| Repeat | 1,738,183 | 1,593,736 | 9.1% | 1,659,387 | 1,539,023 | 7.8% | 78,796 | 54,713 | 44.0% |
| Average # Trips | 5.81 | 5.75 | 1.1% | 5.78 | 5.77 | 0.2% | 6.46 | 5.22 | 23.8% |
| TRAVEL METHOD | | | | | | | | | |
| Group Tour | 143,518 | 143,709 | -0.1% | 135,837 | 136,182 | -0.3% | 7,681 | 7,526 | 2.0% |
| Package | 793,770 | 738,865 | 7.4% | 752,938 | 723,572 | 4.1% | 40,832 | 15,294 | 167.0% |
| Group Tour & Pkg | 113,841 | 114,131 | -0.3% | 106,160 | 107,147 | -0.9% | 7,681 | 6,984 | 10.0% |
| True Independent | 1,485,389 | 1,356,484 | 9.5% | 1,425,794 | 1,294,271 | 10.2% | 59,595 | 62,214 | -4.2% |
| ISLANDS VISITED | | | | | | | | | |
| Oahu | 1,141,244 | 1,049,019 | 8.8% | 1,053,796 | 975,485 | 8.0% | 87,448 | 73,534 | 18.9% |
| Maui County | 925,455 | 866,983 | 6.7% | 899,498 | 848,724 | 6.0% | 25,957 | 18,259 | 42.2% |
| ...Maui | 898,354 | 840,035 | 6.9% | 872,397 | 822,474 | 6.1% | 25,957 | 17,561 | 47.8% |
| ...Molokai | 25,203 | 27,334 | -7.8% | 25,203 | 26,636 | -5.4% | 0 | 698 | -100.0% |
| ...Lanai | 30,942 | 32,525 | -4.9% | 30,942 | 32,525 | -4.9% | 0 | 0 | NA |
| Kauai | 440,118 | 417,724 | 5.4% | 440,118 | 414,965 | 6.1% | 0 | 2,759 | -100.0% |
| Big Island | 463,736 | 443,129 | 4.7% | 446,917 | 435,118 | 2.7% | 16,819 | 8,011 | 109.9% |
| ...Hilo | 128,309 | 119,304 | 7.5% | 115,331 | 116,227 | -0.8% | 12,979 | 3,077 | 321.8% |
| ...Kona | 396,362 | 389,701 | 1.7% | 392,522 | 384,767 | 2.0% | 3,840 | 4,934 | -22.2% |
| LENGTH OF STAY | | | | | | | | | |
| Oahu (days) | 7.14 | 6.90 | 3.3% | 7.27 | 7.10 | 2.4% | 5.51 | 4.32 | 27.6% |
| Maui (days) | 7.75 | 7.67 | 1.0% | 7.86 | 7.75 | 1.5% | 4.16 | 4.36 | -4.6% |
| Molokai (days) | 6.36 | 6.24 | 1.9% | 6.36 | 6.26 | 1.7% | 0.00 | 5.56 | -100.0% |
| Lanai (days) | 4.78 | 4.89 | -2.2% | 4.78 | 4.89 | -2.2% | 0.00 | 0.00 | NA |
| Kauai (days) | 7.47 | 7.19 | 3.8% | 7.47 | 7.21 | 3.6% | 0.00 | 4.47 | -100.0% |
| Big Island (days) | 8.00 | 8.21 | -2.6% | 8.09 | 8.29 | -2.4% | 5.63 | 3.99 | 41.1% |
| ...Hilo (days) | 5.66 | 5.49 | 3.2% | 5.66 | 5.50 | 2.9% | 5.66 | 4.52 | 25.3% |
| ...Kona (days) | 7.34 | 7.61 | -3.5% | 7.55 | 7.71 | -2.2% | 5.54 | 3.66 | 51.3% |
| Statewide (days) | 9.71 | 9.72 | -0.1% | 9.84 | 9.87 | -0.4% | 6.82 | 5.67 | 20.3% |
| ACCOMMODATIONS | | | | | | | | | |
| Hotel | 1,243,674 | 1,148,864 | 8.3% | 1,192,246 | 1,101,552 | 8.2% | 51,428 | 47,312 | 8.7% |
| ...Hotel Only | 1,123,865 | 1,025,370 | 9.6% | 1,072,437 | 982,152 | 9.2% | 51,428 | 43,217 | 19.0% |
| Condo | 678,888 | 669,753 | 1.4% | 678,888 | 660,151 | 2.8% | 0 | 9,602 | -100.0% |
| ...Condo Only | 594,197 | 583,721 | 1.8% | 594,197 | 574,119 | 3.5% | 0 | 9,602 | -100.0% |
| Apartment | 29,386 | 26,749 | 9.9% | 29,386 | 26,749 | 9.9% | 0 | 0 | NA |
| Bed & Breakfast | 40,175 | 28,270 | 42.1% | 27,196 | 25,592 | 6.3% | 12,979 | 2,678 | 384.6% |
| Cruise Ship | 20,481 | 23,076 | -11.2% | 20,481 | 23,076 | -11.2% | 0 | 0 | NA |
| Friends or Relatives | 281,217 | 267,796 | 5.0% | 269,210 | 252,033 | 6.8% | 12,007 | 15,762 | -23.8% |
| PURPOSE OF TRIP | | | | | | | | | |
| Pleasure (Net) | 1,819,173 | 1,670,219 | 8.9% | 1,738,920 | 1,610,277 | 8.0% | 80,254 | 59,942 | 33.9% |
| ...Honeymoon | 109,386 | 103,020 | 6.2% | 109,386 | 103,020 | 6.2% | 0 | 0 | NA |
| MC&I (Net) | 153,792 | 137,821 | 11.6% | 153,792 | 137,278 | 12.0% | 0 | 543 | -100.0% |
|Convention/Conf. | 100,788 | 86,146 | 17.0% | 100,788 | 85,603 | 17.7% | 0 | 543 | -100.0% |
|Corp. Meetings | 35,581 | 32,909 | 8.1% | 35,581 | 32,909 | 8.1% | 0 | 0 | NA |
|Incentive | 19,040 | 20,639 | -7.7% | 19,040 | 20,639 | -7.7% | 0 | 0 | NA |
| Other Business | 111,760 | 101,310 | 10.3% | 103,107 | 98,411 | 4.8% | 8,652 | 2,899 | 198.5% |
| Visit Friends/Relatives | 194,034 | 193,334 | 0.4% | 190,194 | 184,841 | 2.9% | 3,840 | 8,493 | -54.8% |
| Government/Military | 31,916 | 22,521 | 41.7% | 24,236 | 22,521 | 7.6% | 7,681 | 0 | NA |
| Attend School | 5,602 | 6,184 | -9.4% | 5,602 | 5,215 | 7.4% | 0 | 968 | -100.0% |
| EXPENDITURES | | | | | | | | | |
| Total Expenditures (\$ mil.) | 3,040.9 | 2,736.9 | 11.1% | NA | NA | NA | NA | NA | NA |
| Per Person Per Day (\$) | 135.7 | 132.5 | 2.4% | NA | NA | NA | NA | NA | NA |
| Per Person Per Trip (\$) | 1,317.1 | 1,287.3 | 2.3% | NA | NA | NA | NA | NA | NA |

NA: Not available.

* Sample sizes are small.

Source: DBEDT

TABLE 14: 1999 Domestic U.S. West MMA Visitor Arrivals by Month and State

| REGION/STATE | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL |
|------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| PACIFIC COAST | 115,365 | 125,950 | 135,051 | 153,823 | 144,085 | 173,058 | 193,551 | 209,919 | 138,643 | 146,777 | 153,500 | 154,791 | 1,844,511 |
| Alaska | 5,484 | 5,081 | 4,926 | 3,138 | 2,629 | 2,389 | 1,958 | 1,593 | 2,567 | 3,324 | 3,794 | 4,854 | 41,737 |
| California | 71,597 | 75,301 | 87,400 | 105,289 | 109,875 | 134,853 | 158,911 | 177,574 | 109,810 | 107,886 | 108,437 | 108,821 | 1,355,752 |
| Oregon | 13,984 | 15,715 | 18,147 | 10,973 | 10,608 | 12,152 | 10,426 | 9,880 | 8,594 | 10,859 | 12,390 | 13,492 | 147,220 |
| Washington | 24,300 | 29,853 | 24,578 | 34,423 | 20,973 | 23,664 | 22,256 | 20,872 | 17,672 | 24,708 | 28,879 | 27,624 | 299,802 |
| MOUNTAIN | 27,164 | 28,522 | 39,055 | 27,773 | 33,174 | 34,846 | 32,091 | 25,401 | 24,340 | 32,518 | 30,107 | 28,907 | 363,898 |
| Arizona | 5,896 | 5,830 | 8,187 | 6,432 | 10,388 | 9,181 | 10,609 | 7,388 | 7,435 | 8,913 | 6,758 | 7,272 | 94,289 |
| Colorado | 7,455 | 7,528 | 12,097 | 7,270 | 8,608 | 9,057 | 7,811 | 6,363 | 6,088 | 9,292 | 8,225 | 8,424 | 98,218 |
| Idaho | 2,481 | 2,752 | 3,260 | 1,763 | 1,560 | 1,870 | 1,360 | 1,271 | 1,826 | 2,130 | 2,370 | 1,879 | 24,522 |
| Montana | 1,636 | 1,764 | 2,168 | 955 | 831 | 1,009 | 677 | 545 | 472 | 974 | 1,097 | 1,145 | 13,273 |
| Nevada | 3,341 | 3,622 | 3,971 | 3,926 | 3,854 | 4,571 | 4,397 | 3,745 | 3,356 | 4,140 | 4,131 | 3,718 | 46,772 |
| New Mexico | 1,496 | 1,295 | 2,106 | 1,377 | 1,770 | 2,074 | 2,036 | 1,286 | 1,292 | 1,674 | 1,734 | 1,663 | 19,803 |
| Utah | 4,426 | 5,188 | 6,436 | 5,642 | 5,881 | 6,632 | 4,925 | 4,533 | 3,547 | 4,924 | 5,250 | 4,251 | 61,635 |
| Wyoming | 433 | 543 | 830 | 408 | 282 | 452 | 276 | 270 | 324 | 471 | 542 | 555 | 5,386 |
| TOTAL U.S. WEST | 142,529 | 154,472 | 174,106 | 181,596 | 177,259 | 207,904 | 225,642 | 235,320 | 162,983 | 179,295 | 183,607 | 183,698 | 2,208,409 |

Source: DBEDT

TABLE 15: U.S. East MMA Visitor Characteristics: 1999 vs. 1998

| U.S. East | TOTAL | | | DOMESTIC | | | INTERNATIONAL* | | |
|------------------------------|------------|------------|----------|------------|------------|----------|----------------|---------|----------|
| | 1999 | 1998 | % Change | 1999 | 1998 | % Change | 1999 | 1998 | % Change |
| Total Visitor Days | 16,378,572 | 15,495,022 | 5.7% | 15,878,369 | 14,938,909 | 6.3% | 500,202 | 556,113 | -10.1% |
| Total Visitors | 1,601,238 | 1,508,698 | 6.1% | 1,517,603 | 1,414,765 | 7.3% | 83,636 | 93,933 | -11.0% |
| PARTY SIZE | | | | | | | | | |
| One | 345,274 | 350,876 | -1.6% | 326,533 | 313,269 | 4.2% | 18,741 | 37,607 | -50.2% |
| Two | 844,314 | 802,649 | 5.2% | 816,335 | 763,843 | 6.9% | 27,979 | 38,806 | -27.9% |
| Three or more | 411,650 | 355,173 | 15.9% | 374,734 | 337,653 | 11.0% | 36,916 | 17,521 | 110.7% |
| Avg Party Size | 1.83 | 1.80 | 2.1% | 1.83 | 1.81 | 1.0% | 1.96 | 1.61 | 22.0% |
| VISIT STATUS | | | | | | | | | |
| First-Time | 771,246 | 722,951 | 6.7% | 718,380 | 668,118 | 7.5% | 52,866 | 54,832 | -3.6% |
| Repeat | 829,992 | 785,747 | 5.6% | 799,223 | 746,646 | 7.0% | 30,770 | 39,101 | -21.3% |
| Average # Trips | 3.44 | 3.47 | -0.7% | 3.45 | 3.46 | -0.2% | 3.24 | 3.58 | -9.5% |
| TRAVEL METHOD | | | | | | | | | |
| Group Tour | 183,171 | 177,559 | 3.2% | 180,513 | 176,558 | 2.2% | 2,658 | 1,001 | 165.7% |
| Package | 572,894 | 547,859 | 4.6% | 564,919 | 546,859 | 3.3% | 7,975 | 1,001 | 697.1% |
| Group Tour & Pkg | 152,897 | 148,416 | 3.0% | 150,239 | 147,416 | 1.9% | 2,658 | 1,001 | 165.7% |
| True Independent | 998,070 | 928,424 | 7.5% | 922,409 | 837,901 | 10.1% | 75,661 | 90,524 | -16.4% |
| ISLANDS VISITED | | | | | | | | | |
| Oahu | 971,788 | 960,646 | 1.2% | 933,609 | 872,045 | 7.1% | 38,179 | 88,601 | -56.9% |
| Maui County | 796,618 | 739,475 | 7.7% | 769,205 | 716,876 | 7.3% | 27,413 | 22,599 | 21.3% |
| ...Maui | 776,418 | 720,552 | 7.8% | 749,004 | 697,953 | 7.3% | 27,413 | 22,599 | 21.3% |
| ...Molokai | 26,767 | 26,488 | 1.1% | 26,767 | 26,488 | 1.1% | 0 | 0 | NA |
| ...Lanai | 41,385 | 40,268 | 2.8% | 41,385 | 40,268 | 2.8% | 0 | 0 | NA |
| Kauai | 405,308 | 377,022 | 7.5% | 396,635 | 366,758 | 8.1% | 8,673 | 10,264 | -15.5% |
| Big Island | 419,001 | 386,944 | 8.3% | 389,495 | 377,837 | 3.1% | 29,506 | 9,107 | 224.0% |
| ...Hilo | 175,489 | 140,668 | 24.8% | 145,983 | 137,460 | 6.2% | 29,506 | 3,208 | 819.8% |
| ...Kona | 343,705 | 333,673 | 3.0% | 334,335 | 326,844 | 2.3% | 9,370 | 6,829 | 37.2% |
| LENGTH OF STAY | | | | | | | | | |
| Oahu (days) | 6.75 | 6.60 | 2.3% | 6.85 | 6.82 | 0.5% | 4.33 | 4.49 | -3.5% |
| Maui (days) | 6.33 | 6.26 | 1.1% | 6.38 | 6.35 | 0.4% | 4.99 | 3.42 | 45.8% |
| Molokai (days) | 3.84 | 4.13 | -7.0% | 3.84 | 4.13 | -7.0% | 0.00 | 0.00 | NA |
| Lanai (days) | 3.47 | 3.72 | -6.9% | 3.47 | 3.72 | -6.9% | 0.00 | 0.00 | NA |
| Kauai (days) | 5.48 | 5.29 | 3.5% | 5.49 | 5.34 | 2.9% | 4.87 | 3.59 | 35.6% |
| Big Island (days) | 5.81 | 6.17 | -5.7% | 5.85 | 6.20 | -5.6% | 5.27 | 4.84 | 8.9% |
| ...Hilo (days) | 3.55 | 3.75 | -5.3% | 3.42 | 3.72 | -8.0% | 4.22 | 5.35 | -21.2% |
| ...Kona (days) | 5.27 | 5.57 | -5.3% | 5.33 | 5.60 | -4.9% | 3.32 | 3.94 | -15.8% |
| Statewide (days) | 10.23 | 10.27 | -0.4% | 10.46 | 10.56 | -0.9% | 5.98 | 5.92 | 1.0% |
| ACCOMMODATIONS | | | | | | | | | |
| Hotel | 1,080,071 | 1,009,474 | 7.0% | 1,027,205 | 960,760 | 8.2% | 52,866 | 48,714 | 8.5% |
| ...Hotel Only | 960,898 | 893,645 | 7.5% | 911,387 | 851,236 | 9.2% | 49,510 | 42,409 | 16.7% |
| Condo | 312,054 | 284,099 | 9.8% | 289,957 | 280,752 | 2.8% | 22,097 | 3,347 | 560.2% |
| ...Condo Only | 238,003 | 215,291 | 10.5% | 224,578 | 215,291 | 3.5% | 13,424 | 0 | NA |
| Apartment | 18,815 | 20,923 | -10.1% | 18,815 | 18,013 | 9.9% | 0 | 2,910 | -100.0% |
| Bed & Breakfast | 24,222 | 24,918 | -2.8% | 24,222 | 22,509 | 6.3% | 0 | 2,409 | -100.0% |
| Cruise Ship | 54,889 | 48,352 | 13.5% | 54,889 | 48,352 | -11.2% | 0 | 0 | NA |
| Friends or Relatives | 157,863 | 164,339 | -3.9% | 152,547 | 144,978 | 6.8% | 5,317 | 19,361 | -72.5% |
| PURPOSE OF TRIP | | | | | | | | | |
| Pleasure (Net) | 1,185,524 | 1,108,953 | 6.9% | 1,123,287 | 1,045,171 | 8.0% | 62,237 | 63,782 | -2.4% |
| ...Honeymoon | 124,256 | 115,339 | 7.7% | 118,940 | 111,141 | 6.2% | 5,317 | 4,198 | 26.7% |
| MC&I (Net) | 188,857 | 169,741 | 11.3% | 183,540 | 168,495 | 12.0% | 5,317 | 1,246 | 326.7% |
|Convention/Conf. | 123,171 | 101,622 | 21.2% | 117,854 | 101,264 | 17.7% | 5,317 | 358 | 1386.2% |
|Corp. Meetings | 34,616 | 33,138 | 4.5% | 34,616 | 32,250 | 8.1% | 0 | 888 | -100.0% |
|Incentive | 33,439 | 37,573 | -11.0% | 33,439 | 37,573 | -7.7% | 0 | 0 | NA |
| Other Business | 59,137 | 63,530 | -6.9% | 59,137 | 58,960 | 4.8% | 0 | 4,570 | -100.0% |
| Visit Friends/Relatives | 121,118 | 129,707 | -6.6% | 121,118 | 114,898 | 2.9% | 0 | 14,809 | -100.0% |
| Government/Military | 40,975 | 30,202 | 35.7% | 31,605 | 28,448 | 7.6% | 9,370 | 1,754 | 434.1% |
| Attend School | 4,116 | 3,553 | 15.8% | 4,116 | 3,220 | 7.4% | 0 | 334 | -100.0% |
| EXPENDITURES | | | | | | | | | |
| Total Expenditures (\$ mil.) | 2,735.4 | 2,591.1 | 5.6% | NA | NA | NA | NA | NA | NA |
| Per Person Per Day (\$) | 167.0 | 167.2 | -0.1% | NA | NA | NA | NA | NA | NA |
| Per Person Per Trip (\$) | 1,708.3 | 1,717.4 | -0.5% | NA | NA | NA | NA | NA | NA |

NA: Not available.

* Sample sizes are small.

Source: DBEDT

TABLE 16: 1999 Domestic U.S. East MMA Visitor Arrivals by Month and State

| REGION STATE | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL |
|---------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|
| W.N. CENTRAL | 27,971 | 27,029 | 29,263 | 13,279 | 10,134 | 12,650 | 11,142 | 9,143 | 9,597 | 13,643 | 13,333 | 14,672 | 191,856 |
| Iowa | 5,071 | 3,197 | 2,997 | 1,579 | 967 | 1,329 | 1,246 | 1,074 | 1,009 | 1,606 | 1,942 | 1,755 | 23,772 |
| Kansas | 2,268 | 2,051 | 3,033 | 1,467 | 1,406 | 1,960 | 1,942 | 1,237 | 1,194 | 2,046 | 1,278 | 1,813 | 21,695 |
| Minnesota | 12,262 | 13,904 | 15,786 | 5,572 | 2,607 | 2,882 | 2,544 | 2,976 | 2,883 | 4,335 | 5,132 | 5,619 | 76,502 |
| Missouri | 4,726 | 4,231 | 4,518 | 3,022 | 3,667 | 4,775 | 3,942 | 2,829 | 3,430 | 3,904 | 2,999 | 3,236 | 45,279 |
| Nebraska | 1,807 | 1,863 | 1,630 | 945 | 1,034 | 1,030 | 966 | 668 | 694 | 1,076 | 1,144 | 1,342 | 14,199 |
| N. Dakota | 889 | 817 | 612 | 293 | 197 | 351 | 225 | 126 | 142 | 241 | 347 | 487 | 4,727 |
| S. Dakota | 948 | 966 | 687 | 401 | 256 | 323 | 277 | 233 | 245 | 435 | 491 | 420 | 5,682 |
| W.S. CENTRAL | 14,031 | 13,788 | 19,560 | 14,887 | 23,089 | 24,529 | 27,418 | 14,298 | 15,955 | 18,735 | 15,310 | 15,833 | 217,433 |
| Arkansas | 980 | 789 | 1,139 | 970 | 1,218 | 1,436 | 1,023 | 636 | 961 | 1,119 | 871 | 859 | 12,001 |
| Louisiana | 990 | 1,212 | 1,091 | 1,181 | 1,596 | 1,819 | 2,040 | 1,170 | 1,151 | 1,676 | 1,499 | 976 | 16,401 |
| Oklahoma | 1,644 | 1,608 | 1,803 | 1,522 | 2,449 | 2,373 | 2,773 | 1,215 | 1,498 | 1,664 | 1,603 | 1,750 | 21,902 |
| Texas | 10,417 | 10,179 | 15,527 | 11,214 | 17,826 | 18,901 | 21,582 | 11,277 | 12,345 | 14,276 | 11,337 | 12,248 | 167,129 |
| E.N. CENTRAL | 37,824 | 40,499 | 44,320 | 33,908 | 24,488 | 29,074 | 27,359 | 22,084 | 23,488 | 34,171 | 27,721 | 29,645 | 374,582 |
| Illinois | 13,468 | 12,199 | 15,808 | 10,297 | 8,924 | 10,520 | 9,737 | 9,285 | 8,930 | 11,795 | 10,549 | 11,163 | 132,675 |
| Indiana | 4,089 | 3,463 | 4,235 | 4,086 | 2,846 | 4,218 | 3,783 | 2,115 | 2,717 | 3,874 | 3,245 | 3,053 | 41,724 |
| Michigan | 7,886 | 10,523 | 8,742 | 8,511 | 5,216 | 4,992 | 4,761 | 3,921 | 4,650 | 7,485 | 5,511 | 6,748 | 78,946 |
| Ohio | 6,450 | 6,897 | 7,833 | 6,801 | 5,369 | 6,840 | 7,194 | 4,847 | 4,998 | 7,226 | 5,488 | 5,448 | 75,441 |
| Wisconsin | 5,931 | 7,417 | 7,652 | 4,213 | 2,133 | 2,504 | 1,884 | 1,916 | 2,193 | 3,791 | 2,928 | 3,233 | 45,795 |
| E.S. CENTRAL | 5,559 | 5,803 | 6,616 | 6,175 | 7,380 | 9,113 | 8,430 | 4,821 | 5,486 | 7,351 | 4,895 | 4,780 | 76,409 |
| Alabama | 1,332 | 1,062 | 1,595 | 1,294 | 1,877 | 2,240 | 2,054 | 1,132 | 1,280 | 1,744 | 1,201 | 935 | 17,746 |
| Kentucky | 1,506 | 1,561 | 1,564 | 1,772 | 1,653 | 2,047 | 2,142 | 1,257 | 1,333 | 1,931 | 1,095 | 1,289 | 19,150 |
| Mississippi | 491 | 543 | 763 | 782 | 946 | 996 | 760 | 471 | 595 | 864 | 479 | 402 | 8,092 |
| Tennessee | 2,230 | 2,637 | 2,694 | 2,327 | 2,904 | 3,830 | 3,474 | 1,961 | 2,278 | 2,812 | 2,120 | 2,154 | 31,421 |
| NEW ENGLAND | 8,319 | 10,050 | 9,802 | 9,933 | 6,913 | 6,657 | 7,716 | 7,746 | 7,008 | 9,438 | 6,721 | 6,901 | 97,204 |
| Connecticut | 2,021 | 2,335 | 2,731 | 2,573 | 1,903 | 2,041 | 2,656 | 2,349 | 1,968 | 2,405 | 1,869 | 1,802 | 26,653 |
| Maine | 704 | 911 | 770 | 972 | 410 | 367 | 272 | 326 | 413 | 549 | 502 | 467 | 6,663 |
| Massachusetts | 3,923 | 4,515 | 4,517 | 4,185 | 3,406 | 2,944 | 3,547 | 3,837 | 3,307 | 4,355 | 3,133 | 3,209 | 44,878 |
| New Hampshire | 805 | 1,022 | 971 | 918 | 523 | 655 | 533 | 476 | 631 | 1,016 | 592 | 641 | 8,783 |
| Rhode Island | 495 | 640 | 448 | 744 | 457 | 392 | 393 | 544 | 455 | 652 | 402 | 499 | 6,121 |
| Vermont | 371 | 627 | 365 | 541 | 214 | 258 | 315 | 214 | 234 | 461 | 223 | 283 | 4,106 |

Source: DBEDT

TABLE 16. 1999 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)

| REGION/STATE | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL |
|------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| MID ATLANTIC | 18,258 | 20,128 | 21,028 | 18,356 | 18,752 | 17,882 | 24,482 | 26,063 | 17,930 | 23,714 | 16,855 | 17,808 | 241,256 |
| New Jersey | 4,701 | 5,307 | 5,311 | 5,629 | 5,266 | 4,763 | 7,127 | 7,982 | 5,071 | 6,574 | 4,888 | 4,187 | 66,806 |
| New York | 8,201 | 9,433 | 9,182 | 7,962 | 8,166 | 7,000 | 10,632 | 12,369 | 7,849 | 10,361 | 7,565 | 9,186 | 107,906 |
| Pennsylvania | 5,356 | 5,388 | 6,535 | 4,765 | 5,320 | 6,119 | 6,723 | 5,712 | 5,010 | 6,779 | 4,402 | 4,435 | 66,544 |
| S. ATLANTIC | 24,130 | 22,083 | 26,053 | 26,176 | 27,333 | 31,723 | 32,782 | 26,215 | 25,015 | 29,865 | 23,763 | 23,725 | 318,863 |
| Delaware | 417 | 312 | 423 | 506 | 338 | 339 | 368 | 352 | 366 | 525 | 279 | 293 | 4,518 |
| Washington,D.C. | 557 | 450 | 502 | 348 | 398 | 419 | 409 | 690 | 458 | 433 | 433 | 831 | 5,928 |
| Florida | 5,960 | 5,231 | 6,033 | 7,038 | 8,250 | 8,732 | 8,449 | 6,257 | 6,865 | 8,683 | 6,410 | 6,099 | 84,007 |
| Georgia | 3,350 | 3,947 | 4,168 | 5,205 | 4,653 | 5,931 | 6,112 | 4,120 | 4,669 | 4,451 | 3,507 | 3,912 | 54,025 |
| Maryland | 3,738 | 3,219 | 3,543 | 3,128 | 3,566 | 3,890 | 4,420 | 4,673 | 3,220 | 3,992 | 3,395 | 3,442 | 44,226 |
| N. Carolina | 2,820 | 2,557 | 3,449 | 3,310 | 3,463 | 4,379 | 3,972 | 2,293 | 2,852 | 3,908 | 2,669 | 3,176 | 38,848 |
| S. Carolina | 1,187 | 1,111 | 1,413 | 1,072 | 1,365 | 1,937 | 1,688 | 1,197 | 1,236 | 1,489 | 1,048 | 1,158 | 15,901 |
| Virginia | 5,593 | 4,761 | 5,767 | 5,023 | 4,869 | 5,518 | 6,733 | 6,368 | 4,945 | 5,857 | 5,691 | 4,558 | 65,683 |
| West Virginia | 508 | 495 | 755 | 546 | 431 | 578 | 631 | 265 | 404 | 527 | 331 | 256 | 5,727 |
| TOTAL U.S. WEST | 136,092 | 139,380 | 156,642 | 122,714 | 118,089 | 131,628 | 139,329 | 110,370 | 104,479 | 136,917 | 108,598 | 113,364 | 1,517,603 |

Source: DBEDT

TABLE 17: Domestic U.S. Visitors by State: 1992 - 1999

| | 1999 | 1998 | 1997 | 1996 | 1995 | 1994 | 1993 | 1992 |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| PACIFIC COAST | 1,844,511 | 1,705,992 | 1,663,760 | 1,633,730 | 1,608,710 | 1,656,930 | 1,528,300 | 1,584,230 |
| Alaska | 41,737 | 37,579 | 30,970 | 31,730 | 31,200 | 34,960 | 28,510 | 33,700 |
| California | 1,355,754 | 1,269,623 | 1,262,570 | 1,257,670 | 1,219,340 | 1,282,600 | 1,164,070 | 1,236,150 |
| Oregon | 147,220 | 128,510 | 121,700 | 111,970 | 110,240 | 98,950 | 94,270 | 85,290 |
| Washington | 299,802 | 270,279 | 248,520 | 232,360 | 247,930 | 240,420 | 241,450 | 229,090 |
| MOUNTAIN | 363,898 | 341,950 | 339,620 | 313,490 | 291,400 | 277,700 | 245,960 | 262,290 |
| Arizona | 94,289 | 89,333 | 85,600 | 80,390 | 73,630 | 68,740 | 56,910 | 71,080 |
| Colorado | 98,218 | 90,828 | 95,370 | 80,890 | 75,450 | 74,390 | 66,190 | 72,260 |
| Idaho | 24,522 | 21,092 | 20,940 | 21,360 | 19,570 | 19,140 | 18,000 | 15,350 |
| Montana | 13,273 | 12,269 | 11,690 | 11,590 | 11,330 | 11,680 | 10,100 | 9,000 |
| Nevada | 46,772 | 45,397 | 43,140 | 41,810 | 40,780 | 38,270 | 33,560 | 32,860 |
| New Mexico | 19,803 | 19,643 | 18,630 | 19,580 | 19,140 | 18,700 | 16,870 | 19,620 |
| Utah | 61,635 | 58,332 | 58,940 | 52,480 | 46,110 | 41,310 | 39,190 | 37,180 |
| Wyoming | 5,386 | 5,057 | 5,310 | 5,390 | 5,400 | 5,470 | 5,140 | 4,940 |
| W.N. CENTRAL | 191,856 | 172,518 | 166,100 | 167,450 | 172,390 | 167,440 | 147,090 | 163,250 |
| Iowa | 23,772 | 20,830 | 18,660 | 20,370 | 21,730 | 21,380 | 17,470 | 21,810 |
| Kansas | 21,695 | 20,182 | 19,740 | 19,320 | 19,990 | 20,690 | 17,780 | 22,840 |
| Minnesota | 76,502 | 66,034 | 63,310 | 62,570 | 67,000 | 57,170 | 55,440 | 50,280 |
| Missouri | 45,279 | 42,131 | 42,320 | 42,070 | 40,180 | 45,780 | 35,800 | 46,430 |
| Nebraska | 14,199 | 13,710 | 12,540 | 12,850 | 12,870 | 12,900 | 11,440 | 12,810 |
| N. Dakota | 4,727 | 4,819 | 4,800 | 4,750 | 5,110 | 4,560 | 4,230 | 4,250 |
| S. Dakota | 5,682 | 4,813 | 4,730 | 5,520 | 4,870 | 4,960 | 4,930 | 4,830 |
| W.S. CENTRAL | 217,433 | 208,235 | 191,440 | 179,870 | 170,920 | 175,400 | 163,750 | 179,980 |
| Arkansas | 12,001 | 11,022 | 10,220 | 9,810 | 9,390 | 10,900 | 9,140 | 9,800 |
| Louisiana | 16,401 | 15,593 | 14,180 | 14,300 | 13,400 | 13,950 | 13,360 | 13,950 |
| Oklahoma | 21,902 | 19,916 | 19,830 | 19,920 | 20,070 | 19,560 | 18,570 | 21,080 |
| Texas | 167,129 | 161,704 | 147,200 | 135,840 | 128,070 | 130,990 | 122,680 | 135,150 |
| E.N. CENTRAL | 374,582 | 358,967 | 334,600 | 337,980 | 334,320 | 339,040 | 296,920 | 327,830 |
| Illinois | 132,675 | 128,745 | 122,880 | 121,300 | 123,670 | 126,460 | 111,150 | 121,970 |
| Indiana | 41,724 | 40,563 | 38,890 | 37,430 | 36,130 | 38,040 | 30,580 | 36,450 |
| Michigan | 78,946 | 76,217 | 69,100 | 69,470 | 68,550 | 66,630 | 59,200 | 64,470 |
| Ohio | 75,441 | 70,824 | 64,980 | 68,240 | 65,770 | 69,630 | 60,990 | 68,030 |
| Wisconsin | 45,795 | 42,619 | 38,750 | 41,540 | 40,200 | 38,280 | 35,000 | 36,910 |
| E.S. CENTRAL | 76,409 | 71,242 | 67,500 | 67,920 | 67,930 | 68,470 | 62,220 | 64,920 |
| Alabama | 17,746 | 16,445 | 15,250 | 15,170 | 15,420 | 15,380 | 14,310 | 15,010 |
| Kentucky | 19,150 | 18,194 | 18,490 | 17,800 | 17,290 | 17,950 | 16,290 | 16,660 |
| Mississippi | 8,092 | 7,961 | 6,810 | 6,980 | 7,520 | 7,510 | 6,380 | 6,780 |
| Tennessee | 31,421 | 28,642 | 26,950 | 27,970 | 27,700 | 27,630 | 25,240 | 26,470 |
| NEW ENGLAND | 97,204 | 92,070 | 90,190 | 93,520 | 90,460 | 91,540 | 86,810 | 95,530 |
| Connecticut | 26,653 | 24,710 | 24,000 | 24,780 | 24,350 | 25,130 | 24,590 | 27,690 |
| Maine | 6,663 | 6,426 | 5,980 | 6,590 | 6,670 | 6,240 | 6,030 | 5,850 |
| Massachusetts | 44,878 | 43,867 | 44,200 | 45,540 | 43,560 | 43,720 | 41,130 | 45,540 |
| New Hampshire | 8,783 | 7,981 | 7,550 | 7,570 | 7,280 | 7,280 | 6,460 | 7,220 |
| Rhode Island | 6,121 | 5,690 | 5,190 | 5,250 | 5,040 | 5,710 | 5,530 | 5,740 |
| Vermont | 4,106 | 3,397 | 3,280 | 3,790 | 3,560 | 3,460 | 3,070 | 3,490 |
| MID ATLANTIC | 241,256 | 220,845 | 203,840 | 208,620 | 213,090 | 220,960 | 210,390 | 237,070 |
| New Jersey | 66,806 | 58,958 | 54,310 | 53,680 | 55,660 | 58,260 | 55,640 | 61,680 |
| New York | 107,906 | 102,379 | 94,920 | 98,370 | 99,910 | 102,780 | 98,190 | 111,730 |
| Pennsylvania | 66,544 | 59,508 | 54,610 | 56,570 | 57,510 | 59,920 | 56,560 | 63,660 |
| S. ATLANTIC | 318,863 | 290,888 | 270,350 | 272,510 | 256,060 | 264,150 | 237,300 | 260,010 |
| Delaware | 4,518 | 3,913 | 3,790 | 3,820 | 4,010 | 4,120 | 3,720 | 4,560 |
| Washington,D.C. | 5,928 | 5,945 | 5,460 | 8,890 | 6,270 | 6,590 | 5,990 | 6,220 |
| Florida | 84,007 | 77,474 | 70,550 | 70,290 | 67,900 | 69,600 | 63,160 | 69,520 |
| Georgia | 54,025 | 50,635 | 50,930 | 50,240 | 43,580 | 43,580 | 40,120 | 43,120 |
| Maryland | 44,226 | 40,298 | 38,260 | 38,540 | 37,710 | 39,000 | 34,900 | 39,300 |
| N. Carolina | 38,848 | 33,435 | 31,430 | 30,290 | 28,950 | 30,140 | 26,310 | 28,580 |
| S. Carolina | 15,901 | 14,666 | 13,130 | 13,580 | 11,960 | 12,790 | 10,890 | 11,950 |
| Virginia | 65,683 | 59,587 | 52,710 | 51,850 | 50,480 | 52,970 | 47,410 | 51,510 |
| West Virginia | 5,727 | 4,935 | 4,090 | 5,010 | 5,210 | 5,360 | 4,800 | 5,250 |
| TOTAL | 3,726,012 | 3,462,708 | 3,327,400 | 3,275,090 | 3,205,280 | 3,261,630 | 2,978,740 | 3,175,110 |

Source: DBEDT

TABLE 18: 1999 Domestic U.S. Visitor Characteristics by State

| STATE & REGION | VISITORS | L.O.S. IN HAWAII | VISITOR DAYS | % ONE ISLAND ONLY | % N.I. ONLY | % FIRST- TIME | % HOTEL ONLY | % CONDO ONLY | % MCI | % HONEY- MOON | % ISLES | AVERAGE # OF TRIPS |
|---------------------------|-----------|------------------------|-----------------|-------------------------|-------------------|---------------------|--------------------|--------------------|----------|---------------------|------------|--------------------------|
| PACIFIC COAST | 1,844,511 | 9.79 | 18,066,664 | 77.8% | 53.2% | 23.4% | 48.3% | 27.5% | 6.6% | 4.8% | 1.28 | 5.98 |
| Alaska | 41,737 | 11.15 | 465,355 | 77.0% | 47.3% | 22.6% | 37.5% | 31.3% | 7.5% | 4.0% | 1.27 | 6.06 |
| California | 1,355,752 | 12.61 | 17,101,045 | 77.9% | 53.2% | 23.4% | 51.2% | 25.4% | 6.5% | 5.0% | 1.28 | 5.99 |
| Oregon | 147,220 | 9.29 | 1,368,289 | 76.5% | 53.7% | 25.3% | 42.0% | 31.8% | 7.0% | 4.4% | 1.29 | 5.42 |
| Washington | 299,802 | 10.85 | 3,251,963 | 78.3% | 54.2% | 22.4% | 39.6% | 34.2% | 6.5% | 4.5% | 1.27 | 6.18 |
| MOUNTAIN | 363,898 | 10.06 | 3,661,753 | 70.5% | 47.5% | 32.2% | 50.0% | 24.0% | 9.0% | 5.5% | 1.40 | 4.76 |
| Arizona | 94,289 | 9.63 | 907,819 | 71.7% | 50.0% | 33.5% | 51.6% | 23.9% | 8.7% | 6.1% | 1.40 | 4.57 |
| Colorado | 98,218 | 10.35 | 1,016,446 | 67.7% | 52.9% | 31.8% | 48.6% | 24.6% | 9.6% | 5.5% | 1.44 | 4.80 |
| Idaho | 24,522 | 10.59 | 259,566 | 71.5% | 49.7% | 31.1% | 46.9% | 28.0% | 10.2% | 4.4% | 1.36 | 4.70 |
| Montana | 13,273 | 11.34 | 150,541 | 69.7% | 51.1% | 35.4% | 44.0% | 29.0% | 11.0% | 4.9% | 1.40 | 4.17 |
| Nevada | 46,772 | 10.03 | 469,270 | 76.1% | 46.6% | 26.9% | 51.0% | 21.8% | 7.4% | 5.8% | 1.32 | 5.79 |
| New Mexico | 19,803 | 10.45 | 207,016 | 68.6% | 46.3% | 36.7% | 50.2% | 20.2% | 9.8% | 5.8% | 1.45 | 4.20 |
| Utah | 61,635 | 9.55 | 588,798 | 69.4% | 34.3% | 32.7% | 51.7% | 23.4% | 8.8% | 5.1% | 1.38 | 4.59 |
| Wyoming | 5,386 | 11.57 | 62,295 | 68.5% | 46.3% | 38.8% | 46.2% | 22.7% | 8.9% | 5.3% | 1.44 | 4.27 |
| WEST NORTH CENTRAL | 191,856 | 10.70 | 2,053,746 | 60.8% | 39.0% | 44.0% | 56.6% | 19.0% | 11.8% | 6.0% | 1.58 | 3.63 |
| Iowa | 23,772 | 10.37 | 246,608 | 59.0% | 35.9% | 49.3% | 60.6% | 16.9% | 14.9% | 6.2% | 1.61 | 3.32 |
| Kansas | 21,695 | 9.90 | 214,695 | 60.0% | 40.7% | 45.1% | 58.0% | 16.9% | 13.7% | 6.3% | 1.60 | 3.40 |
| Minnesota | 76,502 | 11.20 | 856,894 | 62.7% | 40.7% | 41.1% | 54.4% | 21.9% | 9.9% | 5.8% | 1.53 | 3.90 |
| Missouri | 45,279 | 10.49 | 474,873 | 58.2% | 37.0% | 45.5% | 56.7% | 16.8% | 11.1% | 6.4% | 1.65 | 3.44 |
| Nebraska | 14,199 | 10.12 | 143,658 | 62.6% | 39.9% | 42.6% | 59.2% | 17.7% | 14.6% | 5.4% | 1.55 | 3.88 |
| North Dakota | 4,727 | 11.43 | 54,032 | 60.8% | 35.9% | 46.4% | 53.9% | 19.3% | 12.0% | 5.3% | 1.51 | 3.48 |
| South Dakota | 5,682 | 11.09 | 62,987 | 61.9% | 38.4% | 47.0% | 57.7% | 18.4% | 14.4% | 5.7% | 1.53 | 3.30 |
| WEST SOUTH CENTRAL | 217,433 | 9.42 | 2,048,088 | 62.1% | 39.2% | 44.1% | 61.2% | 14.7% | 11.6% | 6.7% | 1.56 | 3.73 |
| Arkansas | 12,001 | 9.97 | 119,652 | 60.4% | 35.1% | 50.1% | 56.3% | 15.1% | 12.6% | 6.1% | 1.62 | 3.30 |
| Louisiana | 16,401 | 9.79 | 160,556 | 58.2% | 33.5% | 54.5% | 61.9% | 11.8% | 14.2% | 7.2% | 1.66 | 2.90 |
| Oklahoma | 21,902 | 9.77 | 214,072 | 63.0% | 35.3% | 44.4% | 60.2% | 15.6% | 11.8% | 5.1% | 1.54 | 3.67 |
| Texas | 167,129 | 9.30 | 1,553,810 | 62.4% | 40.5% | 42.6% | 61.6% | 14.8% | 11.3% | 7.0% | 1.55 | 3.85 |
| EAST NORTH CENTRAL | 374,581 | 10.75 | 4,027,638 | 55.3% | 41.7% | 47.1% | 58.6% | 17.5% | 11.7% | 7.7% | 1.71 | 3.37 |
| Illinois | 132,675 | 10.42 | 1,382,225 | 59.0% | 46.5% | 41.4% | 60.4% | 18.1% | 11.1% | 8.1% | 1.61 | 3.82 |
| Indiana | 41,724 | 10.41 | 434,441 | 55.8% | 39.7% | 50.2% | 58.7% | 17.4% | 11.9% | 6.8% | 1.71 | 3.14 |
| Michigan | 78,946 | 11.39 | 898,916 | 52.2% | 40.6% | 50.0% | 55.7% | 18.4% | 11.6% | 8.4% | 1.78 | 3.17 |
| Ohio | 75,441 | 10.56 | 796,564 | 52.3% | 36.6% | 51.6% | 59.7% | 15.1% | 12.6% | 7.8% | 1.79 | 2.98 |
| Wisconsin | 45,795 | 11.26 | 515,493 | 54.6% | 39.7% | 48.6% | 56.5% | 18.5% | 11.6% | 6.2% | 1.72 | 3.24 |
| EAST SOUTH CENTRAL | 76,409 | 9.61 | 734,613 | 56.8% | 34.6% | 51.4% | 62.4% | 13.4% | 14.5% | 6.7% | 1.69 | 3.04 |
| Alabama | 17,746 | 9.32 | 165,306 | 57.2% | 31.5% | 52.3% | 62.5% | 11.6% | 15.1% | 5.8% | 1.70 | 3.12 |
| Kentucky | 19,150 | 9.99 | 191,290 | 54.8% | 35.5% | 54.2% | 62.1% | 14.8% | 13.0% | 7.7% | 1.71 | 2.92 |
| Mississippi | 8,092 | 9.30 | 75,263 | 58.8% | 31.7% | 53.1% | 64.0% | 12.1% | 15.7% | 6.2% | 1.64 | 2.84 |
| Tennessee | 31,421 | 9.64 | 302,755 | 57.2% | 36.6% | 48.7% | 62.2% | 13.9% | 14.8% | 6.7% | 1.68 | 3.13 |
| NEW ENGLAND | 97,204 | 11.59 | 1,126,595 | 54.7% | 40.2% | 47.9% | 57.9% | 14.3% | 11.7% | 9.7% | 1.71 | 3.50 |
| Connecticut | 26,653 | 11.15 | 297,195 | 53.2% | 41.7% | 46.3% | 61.9% | 13.5% | 12.0% | 9.7% | 1.74 | 3.60 |
| Maine | 6,663 | 13.37 | 89,099 | 59.0% | 32.6% | 49.4% | 55.6% | 13.9% | 11.0% | 5.9% | 1.63 | 3.35 |
| Massachusetts | 44,878 | 11.46 | 514,201 | 54.1% | 41.3% | 48.4% | 57.3% | 14.6% | 11.5% | 11.0% | 1.71 | 3.51 |
| New Hampshire | 8,783 | 11.82 | 103,786 | 57.7% | 40.4% | 46.9% | 54.0% | 14.6% | 12.4% | 8.0% | 1.67 | 3.31 |
| Rhode Island | 6,121 | 11.22 | 68,689 | 55.3% | 33.0% | 49.6% | 59.1% | 13.2% | 10.0% | 9.5% | 1.66 | 3.58 |
| Vermont | 4,106 | 13.06 | 53,621 | 57.6% | 40.5% | 50.7% | 47.9% | 18.1% | 13.6% | 4.9% | 1.69 | 3.28 |
| MIDDLE ATLANTIC | 241,256 | 10.95 | 2,640,782 | 51.2% | 38.2% | 52.0% | 63.5% | 11.6% | 10.9% | 11.3% | 1.78 | 3.14 |
| New Jersey | 66,806 | 10.83 | 723,300 | 49.4% | 38.6% | 51.6% | 65.7% | 11.0% | 11.6% | 12.1% | 1.80 | 3.11 |
| New York | 107,906 | 11.09 | 1,196,340 | 51.4% | 38.5% | 52.1% | 63.5% | 11.5% | 9.7% | 12.4% | 1.77 | 3.24 |
| Pennsylvania | 66,544 | 10.84 | 721,143 | 52.6% | 37.6% | 52.1% | 61.0% | 12.3% | 12.1% | 8.8% | 1.79 | 3.01 |
| SOUTH ATLANTIC | 318,863 | 10.18 | 3,246,892 | 57.9% | 34.5% | 47.1% | 60.7% | 12.1% | 13.6% | 6.9% | 1.67 | 3.57 |
| Delaware | 4,518 | 10.99 | 49,662 | 54.1% | 38.7% | 51.7% | 56.9% | 14.0% | 13.3% | 8.8% | 1.75 | 3.16 |
| D.C. | 5,928 | 10.22 | 60,573 | 62.1% | 37.7% | 38.7% | 61.7% | 10.4% | 14.8% | 6.8% | 1.54 | 4.40 |
| Florida | 84,007 | 10.44 | 876,775 | 55.1% | 33.8% | 47.6% | 58.6% | 11.3% | 12.8% | 6.6% | 1.76 | 3.56 |
| Georgia | 54,025 | 9.43 | 509,259 | 56.8% | 37.7% | 48.0% | 62.0% | 14.3% | 14.1% | 7.6% | 1.64 | 3.33 |
| Maryland | 44,226 | 10.31 | 455,969 | 59.0% | 34.8% | 46.6% | 61.1% | 11.8% | 13.8% | 6.8% | 1.64 | 3.64 |
| North Carolina | 38,848 | 9.95 | 386,363 | 57.8% | 36.7% | 52.3% | 62.0% | 12.7% | 14.6% | 7.5% | 1.65 | 3.05 |
| South Carolina | 15,901 | 10.66 | 169,431 | 56.1% | 34.2% | 51.4% | 59.7% | 12.6% | 14.2% | 7.2% | 1.71 | 3.18 |
| Virginia | 65,683 | 10.33 | 678,458 | 61.9% | 31.1% | 41.6% | 61.4% | 10.9% | 13.0% | 6.2% | 1.58 | 4.12 |
| West Virginia | 5,727 | 10.55 | 60,402 | 58.5% | 32.1% | 57.1% | 61.5% | 11.2% | 15.0% | 6.2% | 1.66 | 2.96 |

Source: DBEDT

TABLE 19: 1999 Market Penetration for Top U.S. MSAs

| RANK | METRO AREA | 1999 | 1998 | % CHNG | 1999 Population (1,000) | Est. 1999 Penetration per 1,000 |
|------|---|---------|---------|--------|----------------------------|---------------------------------------|
| 1 | Los Angeles/Riverside/Orange County, CA | 557,758 | 519,847 | 7.29% | 16,037 | 34.8 |
| 2 | San Francisco/Oakland/San Jose, CA | 480,573 | 455,862 | 5.42% | 6,874 | 69.9 |
| 3 | Seattle/Tacoma/Bremington, WA | 223,486 | 201,211 | 11.07% | 3,466 | 64.5 |
| 4 | New York/Northern New Jersey/Long Island, NY/NJ/CT/PA | 147,785 | 135,265 | 9.26% | 20,197 | 7.3 |
| 5 | Portland/Salem, OR/WA | 113,377 | 100,308 | 13.03% | 2,181 | 52.0 |
| 6 | Chicago/Gary/Kenosha, IL/IN/WI | 111,931 | 108,970 | 2.72% | 8,886 | 12.6 |
| 7 | San Diego, CA | 110,144 | 102,352 | 7.61% | 2,821 | 39.0 |
| 8 | Washington/Baltimore, DC/MD/VA/WV | 86,992 | 79,902 | 8.87% | 7,359 | 11.8 |
| 9 | Sacramento/Yolo, CA | 72,733 | 66,391 | 9.55% | 1,741 | 41.8 |
| 10 | Dallas/Fort Worth, TX | 71,359 | 68,816 | 3.69% | 4,910 | 14.5 |
| 11 | Denver/Boulder/Greeley, CO | 69,160 | 63,325 | 9.22% | 2,418 | 28.6 |
| 12 | Phoenix/Mesa, AZ | 68,183 | 64,443 | 5.80% | 3,014 | 22.6 |
| 13 | Minneapolis/Saint Paul, MN/WI | 57,961 | 50,199 | 15.46% | 2,872 | 20.2 |
| 14 | Detroit/Ann Arbor/Flint, MI | 48,943 | 48,541 | 0.83% | 5,469 | 8.9 |
| 15 | Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/ NE | 42,660 | 41,555 | 2.66% | 5,667 | 7.5 |
| 16 | Atlanta, GA | 41,837 | 38,503 | 8.66% | 3,857 | 10.8 |
| 17 | Salt Lake City/Ogden, UT | 40,591 | 39,789 | 2.01% | 1,275 | 31.8 |
| 18 | Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD | 40,103 | 35,973 | 11.48% | 5,999 | 6.7 |
| 19 | Houston/Galveston/Brazoria, TX | 38,920 | 39,304 | -0.98% | 4,494 | 8.7 |
| 20 | Las Vegas, NV/AZ | 31,856 | 30,079 | 5.91% | 1,381 | 23.1 |
| 21 | Saint Louis, MO/IL | 26,735 | 24,965 | 7.09% | 2,569 | 10.4 |
| 22 | Anchorage, AK | 23,871 | 21,605 | 10.49% | 258 | 92.5 |
| 23 | Cleveland/Akron, OH | 21,107 | 19,271 | 9.53% | 2,911 | 7.3 |
| 24 | Kansas City, MO/KS | 20,429 | 18,810 | 8.61% | 1,756 | 11.6 |
| 25 | Cincinnati/Hamilton, OH/KY/IN | 18,529 | 17,028 | 8.81% | 1,961 | 9.4 |
| 26 | Santa Barbara/Santa Maria/Lompoc, CA | 16,432 | 15,857 | 3.63% | 391 | 42.0 |
| 27 | Milwaukee/Racine, WI | 15,690 | 14,929 | 5.10% | 1,648 | 9.5 |
| 28 | Miami/Fort Lauderdale, FL | 15,665 | 14,653 | 6.91% | 3,711 | 4.2 |
| 29 | Fresno, CA | 15,104 | 12,996 | 16.22% | 880 | 17.2 |
| 30 | Austin/San Marcos, TX | 14,543 | 13,021 | 11.69% | 1,146 | 12.7 |
| 31 | Tucson, AZ | 14,505 | 13,907 | 4.30% | 804 | 18.0 |
| 32 | Tampa/Saint Petersburg/Clearwater, FL | 14,497 | 13,298 | 9.02% | 2,278 | 6.4 |
| 33 | Pittsburgh, PA | 14,442 | 12,747 | 13.30% | 2,331 | 6.2 |
| 34 | Indianapolis, IN | 14,100 | 14,290 | -1.32% | 1,537 | 9.2 |
| 35 | Stockton-Lodi, CA | 13,969 | 12,898 | 8.30% | 563 | 24.8 |
| 36 | Spokane, WA | 13,877 | 12,100 | 14.68% | 410 | 33.8 |
| 37 | Eugene/Springfield, OR | 13,435 | 11,605 | 15.77% | 315 | 42.6 |
| 38 | Salinas, CA | 12,205 | 11,929 | 2.31% | 372 | 32.8 |
| 39 | Columbus, OH | 12,180 | 11,605 | 4.96% | 1,489 | 8.2 |
| 40 | San Antonio, TX | 12,135 | 11,311 | 7.28% | 1,565 | 7.8 |
| 41 | Norfolk/Virginia Beach/Newport News, VA/NC | 11,803 | 10,609 | 11.26% | 1,563 | 7.6 |
| 42 | Reno, NV | 11,652 | 11,912 | -2.18% | 320 | 36.4 |
| 43 | Albuquerque, NM | 11,325 | 10,672 | 6.12% | 679 | 16.7 |
| 44 | Orlando, FL | 10,554 | 10,168 | 3.79% | 1,535 | 6.9 |
| 45 | Boise City, ID | 10,281 | 8,120 | 26.61% | 408 | 25.2 |
| 46 | Provo/Orem, UT | 10,105 | 9,138 | 10.58% | 347 | 29.1 |
| 47 | Nashville, TN | 9,938 | 9,560 | 3.96% | 1,172 | 8.5 |
| 48 | Modesto, CA | 9,927 | 9,116 | 8.89% | 437 | 22.7 |
| 49 | Raleigh/Durham/Chapel Hill, NC | 9,768 | 8,539 | 14.40% | 1,106 | 8.8 |
| 50 | Colorado Springs, CO | 9,763 | 9,699 | 0.66% | 500 | 19.5 |
| 51 | San Luis/Obispo/Atascadero/Paso Robles, CA | 9,405 | 8,262 | 13.84% | 237 | 39.7 |
| 52 | Bakersfield, CA | 9,306 | 8,526 | 9.15% | 642 | 14.5 |
| 53 | Charlotte/Gastonia/Rock Hill, NC/SC | 8,916 | 7,479 | 19.21% | 1,417 | 6.3 |
| 54 | Grand Rapids/Muskegon/Holland, MI | 8,782 | 7,865 | 11.65% | 1,052 | 8.3 |
| 55 | Oklahoma City, OK | 7,881 | 7,092 | 11.12% | 1,046 | 7.5 |
| 56 | Hartford, CT | 7,796 | 7,614 | 2.39% | 1,148 | 6.8 |
| 57 | Tulsa, OK | 7,757 | 7,175 | 8.11% | 786 | 9.9 |
| 58 | Omaha, NE/IA | 7,744 | 7,601 | 1.89% | 699 | 11.1 |
| 59 | Bellingham, WA | 6,006 | 6,396 | -6.10% | 160 | 37.5 |

Source: DBEDT and U.S. Bureau of the Census

TABLE 20: Japan MMA Visitor Characteristics: 1999 vs. 1998

| JAPAN | TOTAL | | | DOMESTIC | | | INTERNATIONAL | | |
|------------------------------|------------|------------|----------|----------|---------|----------|---------------|------------|----------|
| | 1999 | 1998 | % Change | 1999 | 1998 | % Change | 1999 | 1998 | % Change |
| Total Visitor Days | 10,377,326 | 11,374,984 | -8.8% | 349,562 | 422,039 | -17.2% | 10,027,764 | 10,952,944 | -8.4% |
| Total Visitors | 1,825,588 | 2,004,354 | -8.9% | 47,348 | 57,977 | -18.3% | 1,778,240 | 1,946,377 | -8.6% |
| PARTY SIZE | | | | | | | | | |
| One | 190,523 | 275,786 | -30.9% | 12,900 | 15,109 | -14.6% | 177,623 | 260,676 | -31.9% |
| Two | 640,376 | 686,970 | -6.8% | 18,658 | 21,498 | -13.2% | 621,718 | 665,472 | -6.6% |
| Three or more | 994,688 | 1,041,598 | -4.5% | 15,789 | 21,369 | -26.1% | 978,899 | 1,020,228 | -4.1% |
| Avg Party Size | 2.61 | 2.35 | 11.4% | 1.80 | 1.86 | -3.0% | 2.64 | 2.36 | 11.7% |
| VISIT STATUS | | | | | | | | | |
| First-Time | 940,380 | 915,421 | 2.7% | 18,201 | 23,881 | -23.8% | 922,179 | 891,540 | 3.4% |
| Repeat | 885,190 | 1,088,933 | -18.7% | 29,130 | 34,096 | -14.6% | 856,060 | 1,054,837 | -18.8% |
| Average # Trips | 2.64 | 3.02 | -12.6% | 4.22 | 4.00 | 5.5% | 2.60 | 2.99 | -13.1% |
| TRAVEL METHOD | | | | | | | | | |
| Group Tour | 1,043,613 | 1,201,003 | -13.1% | 10,776 | 14,740 | -26.9% | 1,032,836 | 1,186,264 | -12.9% |
| Package | 1,448,888 | 1,265,318 | 14.5% | 16,472 | 21,638 | -23.9% | 1,432,416 | 1,243,679 | 15.2% |
| Group Tour & Pkg | 925,263 | 865,348 | 6.9% | 8,032 | 11,238 | -28.5% | 917,231 | 854,110 | 7.4% |
| True Independent | 258,001 | 403,114 | -36.0% | 28,131 | 32,791 | -14.2% | 229,870 | 370,323 | -37.9% |
| ISLANDS VISITED | | | | | | | | | |
| Oahu | 1,752,551 | 1,950,068 | -10.1% | 39,403 | 48,417 | -18.6% | 1,713,149 | 1,901,651 | -9.9% |
| Maui County | 256,264 | 326,923 | -21.6% | 9,077 | 11,134 | -18.5% | 247,187 | 315,789 | -21.7% |
| ...Maui | 250,941 | 324,292 | -22.6% | 8,641 | 10,648 | -18.8% | 242,300 | 313,644 | -22.7% |
| ...Molokai | 3,755 | 2,613 | 43.7% | 417 | 445 | -6.3% | 3,338 | 2,168 | 54.0% |
| ...Lanai | 4,062 | 4,672 | -13.1% | 412 | 559 | -26.4% | 3,650 | 4,113 | -11.3% |
| Kauai | 92,556 | 112,027 | -17.4% | 4,025 | 5,575 | -27.8% | 88,531 | 106,453 | -16.8% |
| Big Island | 220,983 | 318,171 | -30.5% | 5,891 | 6,908 | -14.7% | 215,092 | 311,263 | -30.9% |
| ...Hilo | 49,839 | 65,612 | -24.0% | 1,897 | 2,251 | -15.7% | 47,942 | 63,361 | -24.3% |
| ...Kona | 186,642 | 269,636 | -30.8% | 4,901 | 5,805 | -15.6% | 181,741 | 263,831 | -31.1% |
| LENGTH OF STAY | | | | | | | | | |
| Oahu (days) | 4.99 | 4.31 | 15.7% | 5.85 | 5.57 | 5.0% | 4.97 | 4.28 | 16.1% |
| Maui (days) | 3.00 | 3.97 | -24.5% | 6.40 | 5.98 | 7.1% | 2.87 | 3.90 | -26.3% |
| Molokai (days) | 2.71 | 5.30 | -48.9% | 6.85 | 9.72 | -29.5% | 2.19 | 4.39 | -50.1% |
| Lanai (days) | 3.09 | 3.79 | -18.3% | 3.96 | 6.02 | -34.2% | 3.00 | 3.49 | -14.0% |
| Kauai (days) | 2.01 | 4.00 | -49.8% | 5.54 | 6.13 | -9.6% | 1.85 | 3.89 | -52.5% |
| Big Island (days) | 3.05 | 3.76 | -19.0% | 6.29 | 6.79 | -7.4% | 2.96 | 3.70 | -20.0% |
| ...Hilo (days) | 2.28 | 3.37 | -32.3% | 4.21 | 4.82 | -12.7% | 2.21 | 3.32 | -33.6% |
| ...Kona (days) | 3.00 | 3.62 | -17.2% | 5.93 | 6.22 | -4.6% | 2.92 | 3.56 | -18.1% |
| Statewide (days) | 5.68 | 5.68 | 0.2% | 7.38 | 7.28 | 1.4% | 5.64 | 5.63 | 0.2% |
| ACCOMMODATIONS | | | | | | | | | |
| Hotel | 1,617,677 | 1,766,010 | -8.4% | 35,534 | 44,413 | -20.0% | 1,582,143 | 1,721,598 | -8.1% |
| ...Hotel Only | 1,584,941 | 1,722,026 | -8.0% | 34,217 | 42,797 | -20.0% | 1,550,724 | 1,679,229 | -7.7% |
| Condo | 183,786 | 226,530 | -18.9% | 6,852 | 8,415 | -18.6% | 176,934 | 218,115 | -18.9% |
| ...Condo Only | 159,953 | 189,687 | -15.7% | 6,024 | 7,382 | -18.4% | 153,929 | 182,305 | -15.6% |
| Apartment | 5,003 | 5,854 | -14.5% | 707 | 739 | -4.2% | 4,295 | 5,116 | -16.0% |
| Bed & Breakfast | 6,668 | 5,116 | 30.3% | 305 | 490 | -37.8% | 6,363 | 4,626 | 37.5% |
| Cruise Ship | 1,433 | 2,737 | -47.6% | 191 | 341 | -43.9% | 1,242 | 2,396 | -48.2% |
| Friends or Relatives | 15,953 | 23,443 | -31.9% | 3,686 | 3,835 | -3.9% | 12,267 | 19,608 | -37.4% |
| PURPOSE OF TRIP | | | | | | | | | |
| Pleasure (Net) | 1,692,007 | 1,860,773 | -9.1% | 38,915 | 48,325 | -19.5% | 1,653,093 | 1,812,449 | -8.8% |
| ...Honeymoon | 356,554 | 307,591 | 15.9% | 5,365 | 6,524 | -17.8% | 351,189 | 301,067 | 16.6% |
| MC& (Net) | 48,561 | 65,875 | -26.3% | 2,957 | 3,433 | -13.9% | 45,604 | 62,442 | -27.0% |
|Convention/Conf. | 18,432 | 23,088 | -20.2% | 1,514 | 1,704 | -11.2% | 16,919 | 21,383 | -20.9% |
|Corp. Meetings | 9,062 | 11,907 | -23.9% | 958 | 1,077 | -11.1% | 8,105 | 10,830 | -25.2% |
|Incentive | 21,488 | 31,729 | -32.3% | 512 | 710 | -27.9% | 20,976 | 31,019 | -32.4% |
| Other Business | 6,742 | 8,516 | -20.8% | 1,554 | 1,933 | -19.6% | 5,188 | 6,583 | -21.2% |
| Visit Friends/Relatives | 24,414 | 29,084 | -16.1% | 3,270 | 3,487 | -6.2% | 21,144 | 25,597 | -17.4% |
| Government/Military | 1,243 | 1,958 | -36.5% | 403 | 443 | -9.2% | 840 | 1,515 | -44.5% |
| Attend School | 2,090 | 2,679 | -22.0% | 187 | 346 | -45.9% | 1,903 | 2,333 | -18.4% |
| EXPENDITURES | | | | | | | | | |
| Total Expenditures (\$ mil.) | 2,359.2 | 2,932.5 | -19.5% | NA | NA | NA | NA | NA | NA |
| Per Person Per Day (\$) | 227.3 | 257.8 | -11.8% | NA | NA | NA | NA | NA | NA |
| Per Person Per Trip (\$) | 1,292.3 | 1,463.1 | -11.7% | NA | NA | NA | NA | NA | NA |

NA: Not available.

Source: DBEDT

TABLE 21: 1999 Japan MMA Visitor Characteristics by Region

| JAPAN BY REGION | | CHUBU | KINKI | TOHOKU | KANTO | CHUGOKU | SHIKOKU | KYUSHU | HOKKAIDO | OKINAWA | UNSPECIFIED |
|-------------------------|--|---------|---------|---------|---------|---------|---------|---------|----------|---------|-------------|
| Visitor Counts | | 239,115 | 301,863 | 131,071 | 658,519 | 91,802 | 28,966 | 103,268 | 103,774 | 5,347 | 114,513 |
| PARTY SIZE | | | | | | | | | | | |
| One | | 21,834 | 30,450 | 11,679 | 70,580 | 7,055 | 2,586 | 9,831 | 7,292 | 638 | 15,677 |
| Two | | 85,654 | 107,428 | 50,490 | 218,270 | 32,608 | 11,658 | 35,906 | 37,818 | 1,370 | 40,510 |
| Three or more | | 131,628 | 163,985 | 68,901 | 369,669 | 52,139 | 14,722 | 57,531 | 58,665 | 3,340 | 58,326 |
| Avg Party Size | | 2.64 | 2.56 | 2.60 | 2.54 | 2.77 | 2.55 | 2.62 | 2.71 | 2.68 | 2.42 |
| VISIT STATUS | | | | | | | | | | | |
| First-Time | | 133,652 | 154,803 | 78,225 | 282,526 | 57,376 | 18,582 | 61,390 | 61,553 | 3,873 | 70,200 |
| Repeat | | 105,463 | 147,061 | 52,845 | 375,993 | 34,426 | 10,384 | 41,878 | 42,221 | 1,475 | 44,315 |
| Average # Trips | | 2.20 | 2.69 | 2.21 | 3.14 | 1.98 | 1.96 | 2.29 | 2.05 | 1.52 | 1.99 |
| TRAVEL METHOD | | | | | | | | | | | |
| Group Tour | | 138,008 | 177,381 | 73,404 | 362,650 | 58,369 | 19,099 | 66,543 | 62,868 | 3,387 | 71,128 |
| Package | | 195,836 | 243,601 | 114,096 | 507,008 | 79,787 | 24,751 | 87,234 | 88,997 | 3,833 | 87,274 |
| Group Tour & Pkg | | 121,476 | 157,286 | 66,714 | 323,459 | 53,853 | 16,943 | 59,396 | 55,994 | 2,689 | 59,420 |
| True Independent | | 26,747 | 38,168 | 9,936 | 112,321 | 7,500 | 2,058 | 8,888 | 7,903 | 817 | 15,532 |
| ISLANDS VISITED | | | | | | | | | | | |
| Oahu | | 231,598 | 290,155 | 127,754 | 630,846 | 89,450 | 27,596 | 100,988 | 100,359 | 5,220 | 109,184 |
| Maui County | | 31,375 | 48,019 | 15,204 | 92,796 | 13,176 | 4,030 | 17,081 | 12,511 | 559 | 12,437 |
| ...Maui | | 31,132 | 47,206 | 15,010 | 90,575 | 13,176 | 4,030 | 16,417 | 12,243 | 559 | 11,953 |
| ...Molokai | | 370 | 387 | 193 | 1,363 | 131 | 17 | 641 | 82 | 0 | 156 |
| ...Lanai | | 109 | 1,129 | 29 | 1,572 | 25 | 0 | 136 | 214 | 0 | 436 |
| Kauai | | 11,133 | 13,249 | 4,941 | 34,539 | 6,559 | 2,469 | 5,524 | 4,706 | 282 | 5,128 |
| Big Island | | 25,350 | 33,170 | 12,832 | 99,613 | 11,866 | 2,568 | 9,009 | 7,920 | 490 | 12,276 |
| ...Hilo | | 4,838 | 8,357 | 3,991 | 18,124 | 3,739 | 656 | 3,422 | 1,969 | 317 | 2,530 |
| ...Kona | | 21,494 | 27,763 | 9,988 | 86,895 | 8,803 | 2,137 | 7,092 | 6,697 | 266 | 10,605 |
| LENGTH OF STAY | | | | | | | | | | | |
| Oahu (days) | | 5.12 | 5.06 | 5.14 | 5.32 | 5.02 | 5.20 | 5.22 | 5.31 | 6.84 | 4.99 |
| Maui (days) | | 3.02 | 3.31 | 2.38 | 3.46 | 2.30 | 2.75 | 2.30 | 2.81 | 2.70 | 3.64 |
| Kauai (days) | | 1.80 | 2.02 | 1.48 | 2.12 | 1.61 | 1.97 | 2.37 | 1.74 | 5.73 | 2.34 |
| Big Island (days) | | 2.70 | 3.06 | 2.12 | 3.59 | 2.08 | 2.66 | 2.51 | 2.34 | 3.38 | 4.32 |
| ...Hilo (days) | | 1.82 | 2.51 | 2.19 | 2.39 | 1.81 | 1.77 | 1.82 | 1.49 | 2.30 | 5.09 |
| ...Kona (days) | | 2.77 | 2.90 | 1.85 | 3.58 | 2.04 | 2.65 | 2.31 | 2.33 | 3.48 | 3.82 |
| Molokai (days) | | 1.36 | 2.49 | 2.16 | 2.63 | 1.19 | 2.00 | 2.90 | 1.00 | 0.00 | 1.78 |
| Lanai (days) | | 1.86 | 3.00 | 3.00 | 3.43 | 2.00 | 0.00 | 1.51 | 7.75 | 0.00 | 2.94 |
| Statewide (days) | | 5.46 | 5.54 | 5.31 | 5.92 | 5.27 | 5.46 | 5.54 | 5.52 | 7.33 | 5.42 |
| ACCOMMODATIONS | | | | | | | | | | | |
| Hotel | | 218,246 | 270,503 | 123,008 | 562,825 | 86,017 | 26,831 | 92,815 | 94,534 | 4,705 | 102,658 |
| ...Hotel Only | | 215,242 | 265,272 | 121,756 | 546,913 | 84,837 | 26,560 | 91,071 | 94,143 | 4,443 | 100,487 |
| Condo | | 18,530 | 27,605 | 6,054 | 92,774 | 5,117 | 1,816 | 8,777 | 7,665 | 305 | 8,292 |
| ...Condo Only | | 17,047 | 24,348 | 5,694 | 79,314 | 4,394 | 1,695 | 7,763 | 7,487 | 43 | 6,146 |
| Apartment | | 527 | 791 | 101 | 1,966 | 84 | 113 | 323 | 28 | 0 | 363 |
| Bed & Breakfast | | 736 | 659 | 1,259 | 1,789 | 33 | 48 | 1,002 | 273 | 0 | 564 |
| Cruise Ship | | 96 | 146 | 51 | 651 | 77 | 128 | 93 | 0 | 0 | 0 |
| Friends or Relatives | | 1,064 | 1,786 | 715 | 6,089 | 518 | 71 | 602 | 212 | 433 | 778 |
| PURPOSE OF TRIP | | | | | | | | | | | |
| Pleasure (Net) | | 224,569 | 279,048 | 124,066 | 610,575 | 85,831 | 27,152 | 96,007 | 97,703 | 4,355 | 103,786 |
| ...Honeymoon | | 58,953 | 65,100 | 31,063 | 97,794 | 21,581 | 7,972 | 21,860 | 20,564 | 779 | 25,524 |
| MC&I (Net) | | 4,608 | 7,693 | 2,893 | 17,070 | 3,165 | 369 | 2,975 | 3,150 | 333 | 3,348 |
|Convention/Conf. | | 1,304 | 2,089 | 968 | 8,268 | 1,134 | 160 | 468 | 1,546 | 67 | 914 |
|Corp. Meetings | | 669 | 1,642 | 481 | 3,195 | 385 | 28 | 449 | 243 | 97 | 915 |
|Incentive | | 2,635 | 4,116 | 1,444 | 5,849 | 1,646 | 180 | 2,057 | 1,362 | 169 | 1,518 |
| Other Business | | 365 | 609 | 444 | 2,101 | 600 | 54 | 94 | 185 | 60 | 675 |
| Visit Friends/Relatives | | 1,903 | 4,388 | 1,157 | 9,098 | 1,226 | 50 | 729 | 646 | 854 | 1,094 |
| Government/Military | | 0 | 135 | 21 | 245 | 0 | 0 | 207 | 23 | 69 | 140 |
| Attend School | | 181 | 130 | 0 | 994 | 109 | 0 | 109 | 74 | 108 | 199 |

Source: DBEDT

TABLE 22: 1998 Japan MMA Visitor Characteristics by Region

| JAPAN BY REGION | | CHUBU | KINKI | TOHOKU | KANTO | CHUGOKU | SHIKOKU | KYUSHU | HOKKAIDO | OKINAWA | UNSPE- CIFIED |
|-------------------------|--|---------|---------|--------|---------|---------|---------|---------|----------|---------|------------------|
| Visitor Counts | | 252,375 | 386,699 | 78,288 | 823,044 | 70,543 | 32,450 | 157,795 | 96,656 | 6,302 | 42,225 |
| PARTY SIZE | | | | | | | | | | | |
| One | | 36,669 | 50,597 | 13,670 | 102,772 | 9,313 | 5,324 | 20,800 | 14,461 | 810 | 6,261 |
| Two | | 85,876 | 128,640 | 26,042 | 285,438 | 24,886 | 11,126 | 55,668 | 30,950 | 1,572 | 15,268 |
| Three or more | | 129,831 | 207,462 | 38,576 | 434,834 | 36,343 | 16,000 | 81,327 | 51,244 | 3,919 | 20,696 |
| Avg Party Size | | 2.37 | 2.36 | 2.22 | 2.34 | 2.35 | 2.21 | 2.35 | 2.32 | 2.58 | 2.13 |
| VISIT STATUS | | | | | | | | | | | |
| First-Time | | 122,141 | 185,613 | 47,471 | 309,765 | 38,950 | 20,013 | 87,690 | 53,937 | 3,410 | 22,549 |
| Repeat | | 130,234 | 201,086 | 30,817 | 513,279 | 31,593 | 12,437 | 70,105 | 42,719 | 2,892 | 19,677 |
| Average # Trips | | 2.68 | 2.92 | 2.17 | 3.53 | 2.31 | 2.23 | 2.14 | 2.43 | 1.96 | 4.77 |
| TRAVEL METHOD | | | | | | | | | | | |
| Group Tour | | 165,474 | 247,799 | 53,685 | 450,782 | 47,528 | 20,233 | 108,095 | 62,362 | 3,809 | 26,496 |
| Package | | 155,425 | 255,757 | 57,356 | 501,829 | 47,347 | 23,229 | 102,895 | 76,894 | 2,152 | 20,796 |
| Group Tour & Pkg | | 109,496 | 177,122 | 41,341 | 333,741 | 33,782 | 13,812 | 76,954 | 51,720 | 1,671 | 14,472 |
| True Independent | | 40,972 | 60,264 | 8,589 | 204,121 | 9,450 | 2,801 | 23,759 | 9,119 | 2,012 | 9,237 |
| ISLANDS VISITED | | | | | | | | | | | |
| Oahu | | 245,258 | 376,657 | 76,746 | 801,660 | 69,872 | 31,601 | 156,551 | 96,272 | 5,946 | 41,089 |
| Maui County | | 36,730 | 69,824 | 8,786 | 139,074 | 13,530 | 3,484 | 20,009 | 15,418 | 914 | 8,018 |
| ...Maui | | 36,377 | 69,480 | 8,786 | 137,857 | 13,530 | 3,484 | 19,777 | 15,418 | 914 | 8,018 |
| ...Molokai | | 70 | 983 | 0 | 659 | 405 | 0 | 50 | 0 | 0 | 0 |
| ...Lanai | | 586 | 1,038 | 0 | 1,852 | 405 | 0 | 232 | 0 | 0 | 0 |
| Kauai | | 14,605 | 21,847 | 3,403 | 47,540 | 3,420 | 3,256 | 7,869 | 2,066 | 307 | 2,140 |
| Big Island | | 43,518 | 44,708 | 9,342 | 160,868 | 11,188 | 4,831 | 21,029 | 7,006 | 1,473 | 7,301 |
| ...Hilo | | 5,706 | 13,742 | 2,572 | 22,549 | 5,129 | 1,904 | 7,321 | 2,523 | 70 | 1,845 |
| ...Kona | | 38,853 | 33,916 | 7,327 | 146,227 | 6,863 | 3,757 | 15,281 | 4,567 | 1,402 | 5,638 |
| LENGTH OF STAY | | | | | | | | | | | |
| Oahu (days) | | 3.95 | 4.19 | 3.95 | 4.30 | 4.11 | 4.32 | 4.09 | 4.50 | 4.50 | 4.11 |
| Maui (days) | | 3.63 | 3.62 | 3.95 | 3.70 | 3.90 | 2.76 | 3.63 | 3.75 | 6.43 | 6.14 |
| Molokai (days) | | 4.00 | 4.00 | 4.00 | 3.39 | 4.00 | 0.00 | 4.00 | 0.00 | 0.00 | 0.00 |
| Lanai (days) | | 1.48 | 3.13 | 0.00 | 3.22 | 5.00 | 0.00 | 5.00 | 0.00 | 0.00 | 0.00 |
| Kauai (days) | | 3.69 | 3.36 | 5.30 | 3.55 | 3.14 | 3.31 | 3.86 | 3.93 | 9.15 | 5.00 |
| Big Island (days) | | 3.03 | 3.55 | 3.72 | 3.51 | 4.19 | 4.28 | 3.72 | 4.05 | 3.85 | 6.00 |
| Hilo (days) | | 3.51 | 2.99 | 3.59 | 2.73 | 3.92 | 2.25 | 3.54 | 3.30 | 5.00 | 7.00 |
| Kona (days) | | 2.88 | 3.47 | 3.48 | 3.44 | 3.89 | 4.36 | 3.42 | 4.39 | 3.80 | 5.00 |
| Statewide (days) | | 5.37 | 5.48 | 5.30 | 5.88 | 5.29 | 5.30 | 5.36 | 5.70 | 6.43 | 5.77 |
| ACCOMMODATIONS | | | | | | | | | | | |
| Hotel | | 232,060 | 354,036 | 73,636 | 696,301 | 63,298 | 31,134 | 142,949 | 88,440 | 4,960 | 34,782 |
| ...Hotel Only | | 227,491 | 347,861 | 73,636 | 670,939 | 63,016 | 31,134 | 140,554 | 86,039 | 4,621 | 33,938 |
| Condo | | 18,578 | 28,712 | 3,171 | 133,236 | 6,322 | 1,316 | 12,415 | 8,784 | 643 | 4,939 |
| ...Condo Only | | 15,384 | 24,816 | 3,070 | 109,424 | 6,140 | 1,316 | 10,396 | 7,039 | 643 | 4,078 |
| Apartment | | 1,159 | 991 | 266 | 1,363 | 0 | 0 | 1,251 | 0 | 0 | 86 |
| Bed & Breakfast | | 155 | 1,219 | 133 | 1,787 | 52 | 0 | 1,048 | 182 | 0 | 50 |
| Cruise Ship | | 81 | 1,975 | 0 | 270 | 0 | 0 | 70 | 0 | 0 | 0 |
| Friends or Relatives | | 3,108 | 2,503 | 530 | 9,901 | 180 | 0 | 800 | 508 | 1,037 | 1,040 |
| PURPOSE OF TRIP | | | | | | | | | | | |
| Pleasure (Net) | | 237,565 | 356,874 | 71,082 | 771,252 | 67,634 | 30,076 | 145,602 | 89,303 | 5,898 | 37,162 |
| ...Honeymoon | | 38,326 | 62,222 | 15,667 | 113,822 | 14,736 | 5,076 | 31,489 | 11,794 | 1,302 | 6,633 |
| MC&I (Net) | | 6,945 | 15,071 | 3,471 | 22,210 | 1,539 | 803 | 6,352 | 4,613 | 0 | 1,438 |
|Convention/Conf. | | 1,888 | 5,076 | 1,543 | 7,772 | 502 | 240 | 1,599 | 2,290 | 0 | 476 |
|Corp. Meetings | | 1,108 | 2,078 | 140 | 4,553 | 167 | 254 | 1,346 | 475 | 0 | 708 |
|Incentive | | 3,985 | 8,289 | 1,788 | 10,151 | 870 | 309 | 3,524 | 1,849 | 0 | 254 |
| Other Business | | 1,022 | 683 | 353 | 3,399 | 135 | 507 | 238 | 0 | 0 | 246 |
| Visit Friends/Relatives | | 3,665 | 3,342 | 1,454 | 13,853 | 169 | 578 | 742 | 481 | 816 | 498 |
| Government/Military | | 357 | 85 | 0 | 537 | 84 | 0 | 253 | 199 | 0 | 0 |
| Attend School | | 178 | 569 | 399 | 801 | 0 | 0 | 0 | 81 | 0 | 304 |

Source: DBEDT

TABLE 23: Canada MMA Visitor Characteristics: 1999 vs. 1998

| CANADA | TOTAL | | | DOMESTIC | | | INTERNATIONAL | | |
|------------------------------|-----------|-----------|----------|----------|---------|----------|---------------|-----------|----------|
| | 1999 | 1998 | % Change | 1999 | 1998 | % Change | 1999 | 1998 | % Change |
| Total Visitor Days | 3,351,926 | 2,556,955 | 31.1% | 476,137 | 723,228 | -34.2% | 2,875,790 | 1,833,726 | 56.8% |
| Total Visitors | 252,777 | 232,592 | 8.7% | 37,836 | 55,403 | -31.7% | 214,941 | 177,189 | 21.3% |
| PARTY SIZE | | | | | | | | | |
| One | 50,621 | 48,389 | 4.6% | 8,743 | 12,832 | -31.9% | 41,878 | 35,557 | 17.8% |
| Two | 132,684 | 119,590 | 10.9% | 19,404 | 28,080 | -30.9% | 113,280 | 91,510 | 23.8% |
| Three or more | 69,472 | 64,613 | 7.5% | 9,690 | 14,491 | -33.1% | 59,783 | 50,122 | 19.3% |
| Avg Party Size | 1.89 | 1.88 | 0.5% | 1.81 | 1.82 | -0.5% | 1.90 | 1.90 | 0.2% |
| VISIT STATUS | | | | | | | | | |
| First-Time | 105,392 | 89,003 | 18.4% | 16,439 | 22,896 | -28.2% | 88,953 | 66,107 | 34.6% |
| Repeat | 147,386 | 143,589 | 2.6% | 21,397 | 32,507 | -34.2% | 125,989 | 111,082 | 13.4% |
| Average # Trips | 4.19 | 4.61 | -9.1% | 4.07 | 4.31 | -5.4% | 4.21 | 4.71 | -10.5% |
| TRAVEL METHOD | | | | | | | | | |
| Group Tour | 27,141 | 25,299 | 7.3% | 3,992 | 6,683 | -40.3% | 23,149 | 18,616 | 24.3% |
| Package | 78,832 | 77,964 | 1.1% | 11,247 | 18,657 | -39.7% | 67,585 | 59,307 | 14.0% |
| Group Tour & Pkg | 21,581 | 20,404 | 5.8% | 3,230 | 5,364 | -39.8% | 18,351 | 15,040 | 22.0% |
| True Independent | 168,385 | 149,454 | 12.7% | 25,827 | 35,348 | -26.9% | 142,559 | 114,106 | 24.9% |
| ISLANDS VISITED | | | | | | | | | |
| Oahu | 135,927 | 124,659 | 9.0% | 21,637 | 31,633 | -31.6% | 114,291 | 93,026 | 22.9% |
| Maui County | 125,299 | 110,977 | 12.9% | 17,439 | 25,364 | -31.2% | 107,860 | 85,613 | 26.0% |
| ...Maui | 121,747 | 106,286 | 14.5% | 16,882 | 24,458 | -31.0% | 104,865 | 81,828 | 28.2% |
| ...Molokai | 3,983 | 6,907 | -42.3% | 575 | 1,343 | -57.2% | 3,408 | 5,564 | -38.8% |
| ...Lanai | 5,527 | 7,960 | -30.6% | 798 | 1,446 | -44.8% | 4,729 | 6,514 | -27.4% |
| Kauai | 48,218 | 48,853 | -1.3% | 7,809 | 11,164 | -30.0% | 40,409 | 37,689 | 7.2% |
| Big Island | 51,741 | 52,220 | -0.9% | 8,736 | 13,561 | -35.6% | 43,005 | 38,659 | 11.2% |
| ...Hilo | 17,066 | 18,280 | -6.6% | 2,799 | 4,636 | -39.6% | 14,267 | 13,644 | 4.6% |
| ...Kona | 44,264 | 45,221 | -2.1% | 7,499 | 11,906 | -37.0% | 36,765 | 33,315 | 10.4% |
| LENGTH OF STAY | | | | | | | | | |
| Oahu (days) | 9.64 | 6.74 | 43.0% | 9.02 | 8.64 | 4.3% | 9.76 | 6.09 | 60.1% |
| Maui (days) | 9.33 | 7.29 | 27.9% | 8.80 | 8.63 | 2.0% | 9.42 | 6.89 | 36.6% |
| Molokai (days) | 8.34 | 10.41 | -19.9% | 8.02 | 14.38 | -44.2% | 8.39 | 9.45 | -11.2% |
| Lanai (days) | 7.69 | 8.94 | -13.9% | 5.54 | 11.77 | -53.0% | 8.06 | 8.31 | -3.0% |
| Kauai (days) | 7.15 | 6.36 | 12.5% | 6.96 | 6.88 | 1.1% | 7.19 | 6.20 | 15.9% |
| Big Island (days) | 9.37 | 9.34 | 0.3% | 7.91 | 9.26 | -14.6% | 9.66 | 9.36 | 3.2% |
| ...Hilo (days) | 6.51 | 6.21 | 4.8% | 5.28 | 6.20 | -14.9% | 6.76 | 6.22 | 8.6% |
| ...Kona (days) | 8.44 | 8.27 | 2.0% | 7.25 | 8.14 | -10.9% | 8.68 | 8.32 | 4.3% |
| Statewide (days) | 13.26 | 10.99 | 20.6% | 12.58 | 13.05 | -3.6% | 13.38 | 10.35 | 29.3% |
| ACCOMMODATIONS | | | | | | | | | |
| Hotel | 151,573 | 139,108 | 9.0% | 22,743 | 33,990 | -33.1% | 128,830 | 105,118 | 22.6% |
| ...Hotel Only | 135,654 | 117,432 | 15.5% | 20,163 | 28,747 | -29.9% | 115,491 | 88,685 | 30.2% |
| Condo | 70,861 | 69,127 | 2.5% | 9,959 | 15,304 | -34.9% | 60,902 | 53,824 | 13.2% |
| ...Condo Only | 60,158 | 55,143 | 9.1% | 8,449 | 11,954 | -29.3% | 51,709 | 43,189 | 19.7% |
| Apartment | 4,673 | 9,043 | -48.3% | 743 | 2,287 | -67.5% | 3,930 | 6,756 | -41.8% |
| Bed & Breakfast | 5,346 | 7,487 | -28.6% | 773 | 1,881 | -58.9% | 4,574 | 5,606 | -18.4% |
| Cruise Ship | 5,236 | 7,216 | -27.4% | 945 | 2,062 | -54.2% | 4,292 | 5,154 | -16.7% |
| Friends or Relatives | 21,452 | 23,313 | -8.0% | 3,501 | 5,762 | -39.2% | 17,952 | 17,551 | 2.3% |
| PURPOSE OF TRIP | | | | | | | | | |
| Pleasure (Net) | 204,995 | 185,470 | 10.5% | 30,243 | 43,125 | -29.9% | 174,753 | 142,344 | 22.8% |
| ...Honeymoon | 16,687 | 17,615 | -5.3% | 2,447 | 4,174 | -41.4% | 14,241 | 13,441 | 6.0% |
| MC&I (Net) | 26,753 | 24,589 | 8.8% | 4,017 | 6,895 | -41.7% | 22,736 | 17,695 | 28.5% |
|Convention/Conf. | 16,241 | 14,471 | 12.2% | 2,416 | 4,126 | -41.4% | 13,826 | 10,345 | 33.6% |
|Corp. Meetings | 5,869 | 5,570 | 5.4% | 904 | 1,468 | -38.4% | 4,965 | 4,102 | 21.0% |
|Incentive | 5,397 | 5,865 | -8.0% | 804 | 1,675 | -52.0% | 4,593 | 4,189 | 9.6% |
| Other Business | 8,017 | 8,672 | -7.6% | 1,334 | 2,092 | -36.2% | 6,683 | 6,580 | 1.6% |
| Visit Friends/Relatives | 13,650 | 14,835 | -8.0% | 2,277 | 3,665 | -37.9% | 11,373 | 11,170 | 1.8% |
| Government/Military | 1,830 | 2,439 | -25.0% | 303 | 598 | -49.2% | 1,527 | 1,841 | -17.1% |
| Attend School | 1,290 | 1,547 | -16.6% | 202 | 408 | -50.5% | 1,088 | 1,139 | -4.4% |
| EXPENDITURES | | | | | | | | | |
| Total Expenditures (\$ mil.) | 479.6 | 346.2 | 38.5% | NA | NA | NA | NA | NA | NA |
| Per Person Per Day (\$) | 143.1 | 135.4 | 5.7% | NA | NA | NA | NA | NA | NA |
| Per Person Per Trip (\$) | 1,897.2 | 1,488.5 | 27.5% | NA | NA | NA | NA | NA | NA |

NA: Not available.

Source: DBEDT

TABLE 24: Europe MMA Visitor Characteristics: 1999 vs. 1998

| EUROPE | TOTAL | | | DOMESTIC | | | INTERNATIONAL | | |
|------------------------------|-----------|-----------|----------|-----------|-----------|----------|---------------|---------|----------|
| | 1999 | 1998 | % Change | 1999 | 1998 | % Change | 1999 | 1998 | % Change |
| Total Visitor Days | 2,189,957 | 2,210,728 | -0.9% | 1,908,215 | 1,896,957 | 0.6% | 281,742 | 313,772 | -10.2% |
| Total Visitors | 183,868 | 182,766 | 0.6% | 157,640 | 155,542 | 1.3% | 26,228 | 27,224 | -3.7% |
| PARTY SIZE | | | | | | | | | |
| One | 51,005 | 50,031 | 1.9% | 43,985 | 42,542 | 3.4% | 7,019 | 7,489 | -6.3% |
| Two | 90,000 | 91,924 | -2.1% | 77,546 | 78,360 | -1.0% | 12,454 | 13,564 | -8.2% |
| Three or more | 42,862 | 40,812 | 5.0% | 36,108 | 34,641 | 4.2% | 6,754 | 6,171 | 9.4% |
| Avg Party Size | 1.72 | 1.71 | 0.3% | 1.71 | 1.71 | -0.1% | 1.77 | 1.72 | 3.1% |
| VISIT STATUS | | | | | | | | | |
| First-Time | 102,802 | 101,667 | 1.1% | 85,116 | 86,479 | -1.6% | 17,686 | 15,188 | 16.4% |
| Repeat | 81,065 | 81,100 | 0.0% | 72,523 | 69,063 | 5.0% | 8,542 | 12,036 | -29.0% |
| Average # Trips | 3.09 | 3.06 | 1.3% | 3.25 | 3.05 | 6.6% | 2.16 | 3.09 | -30.2% |
| TRAVEL METHOD | | | | | | | | | |
| Group Tour | 20,325 | 23,000 | -11.6% | 18,764 | 19,494 | -3.7% | 1,561 | 3,507 | -55.5% |
| Package | 71,833 | 77,346 | -7.1% | 62,723 | 65,870 | -4.8% | 9,110 | 11,476 | -20.6% |
| Group Tour & Pkg | 14,562 | 16,462 | -11.5% | 13,427 | 13,918 | -3.5% | 1,134 | 2,544 | -55.4% |
| True Independent | 106,271 | 98,755 | 7.6% | 89,580 | 83,986 | 6.7% | 16,691 | 14,769 | 13.0% |
| ISLANDS VISITED | | | | | | | | | |
| Oahu | 118,776 | 115,373 | 2.9% | 100,586 | 98,420 | 2.2% | 18,190 | 16,953 | 7.3% |
| Maui County | 77,517 | 81,623 | -5.0% | 69,072 | 70,097 | -1.5% | 8,445 | 11,526 | -26.7% |
| ...Maui | 75,418 | 79,663 | -5.3% | 67,230 | 68,443 | -1.8% | 8,188 | 11,220 | -27.0% |
| ...Molokai | 3,048 | 3,536 | -13.8% | 2,768 | 3,076 | -10.0% | 279 | 460 | -39.3% |
| ...Lanai | 3,017 | 3,467 | -13.0% | 2,692 | 2,923 | -7.9% | 325 | 544 | -40.3% |
| Kauai | 39,984 | 41,925 | -4.6% | 35,337 | 36,491 | -3.2% | 4,647 | 5,434 | -14.5% |
| Big Island | 46,969 | 47,214 | -0.5% | 39,941 | 40,512 | -1.4% | 7,028 | 6,702 | 4.9% |
| ...Hilo | 16,994 | 19,997 | -15.0% | 14,293 | 14,128 | 1.2% | 2,701 | 5,869 | -54.0% |
| ...Kona | 39,745 | 37,056 | 7.3% | 33,644 | 34,893 | -3.6% | 6,101 | 2,162 | 182.2% |
| LENGTH OF STAY | | | | | | | | | |
| Oahu (days) | 8.18 | 8.08 | 1.2% | 8.33 | 8.10 | 2.8% | 7.35 | 7.99 | -8.0% |
| Maui (days) | 7.85 | 7.77 | 1.0% | 7.96 | 7.76 | 2.6% | 6.97 | 7.89 | -11.6% |
| Molokai (days) | 4.84 | 3.70 | 30.8% | 4.95 | 3.71 | 33.5% | 3.80 | 3.68 | 3.4% |
| Lanai (days) | 4.34 | 3.94 | 10.1% | 4.43 | 3.90 | 13.5% | 3.61 | 4.17 | -13.4% |
| Kauai (days) | 6.27 | 6.36 | -1.5% | 6.36 | 6.37 | 0.0% | 5.55 | 6.33 | -12.3% |
| Big Island (days) | 7.41 | 7.75 | -4.3% | 7.14 | 7.75 | -7.9% | 8.96 | 7.70 | 16.4% |
| ...Hilo (days) | 4.78 | 5.83 | -17.9% | 4.80 | 5.31 | -9.6% | 4.72 | 7.08 | -33.4% |
| ...Kona (days) | 6.71 | 6.72 | -0.1% | 6.44 | 6.85 | -6.0% | 8.23 | 4.64 | 77.3% |
| Statewide (days) | 11.91 | 12.10 | -1.5% | 12.10 | 12.20 | -0.7% | 10.74 | 11.53 | -6.8% |
| ACCOMMODATIONS | | | | | | | | | |
| Hotel | 127,115 | 128,015 | -0.7% | 108,975 | 108,976 | 0.0% | 18,140 | 19,039 | -4.7% |
| ...Hotel Only | 116,088 | 117,607 | -1.3% | 100,809 | 100,064 | 0.7% | 15,280 | 17,543 | -12.9% |
| Condo | 23,794 | 23,702 | 0.4% | 20,081 | 20,132 | -0.3% | 3,713 | 3,570 | 4.0% |
| ...Condo Only | 18,719 | 19,488 | -3.9% | 16,809 | 16,588 | 1.3% | 1,911 | 2,899 | -34.1% |
| Apartment | 8,091 | 9,396 | -13.9% | 7,246 | 8,110 | -10.7% | 844 | 1,286 | -34.3% |
| Bed & Breakfast | 5,336 | 5,593 | -4.6% | 4,882 | 4,862 | 0.4% | 454 | 731 | -38.0% |
| Cruise Ship | 1,816 | 1,899 | -4.4% | 1,719 | 1,614 | 6.5% | 97 | 284 | -66.0% |
| Friends or Relatives | 16,438 | 16,804 | -2.2% | 14,936 | 14,164 | 5.4% | 1,503 | 2,640 | -43.1% |
| PURPOSE OF TRIP | | | | | | | | | |
| Pleasure (Net) | 150,832 | 149,131 | 1.1% | 127,904 | 127,514 | 0.3% | 22,928 | 21,618 | 6.1% |
| ...Honeymoon | 12,652 | 13,508 | -6.3% | 11,572 | 11,625 | -0.5% | 1,080 | 1,883 | -42.7% |
| MC&I (Net) | 14,014 | 14,257 | -1.7% | 12,856 | 11,605 | 10.8% | 1,158 | 2,652 | -56.3% |
|Convention/Conf. | 8,853 | 7,672 | 15.4% | 8,073 | 6,305 | 28.0% | 780 | 1,367 | -42.9% |
|Corp. Meetings | 2,505 | 3,577 | -30.0% | 2,324 | 2,847 | -18.4% | 180 | 730 | -75.3% |
|Incentive | 2,805 | 3,214 | -12.7% | 2,590 | 2,618 | -1.1% | 214 | 595 | -64.0% |
| Other Business | 5,716 | 5,899 | -3.1% | 5,290 | 4,847 | 9.1% | 426 | 1,052 | -59.5% |
| Visit Friends/Relatives | 11,936 | 11,941 | 0.0% | 10,645 | 10,114 | 5.3% | 1,291 | 1,828 | -29.4% |
| Government/Military | 1,273 | 1,200 | 6.1% | 1,185 | 1,022 | 15.9% | 89 | 178 | -50.2% |
| Attend School | 645 | 595 | 8.3% | 554 | 517 | 7.2% | 91 | 78 | 15.9% |
| EXPENDITURES | | | | | | | | | |
| Total Expenditures (\$ mil.) | 296.5 | 422.4 | -29.8% | NA | NA | NA | NA | NA | NA |
| Per Person Per Day (\$) | 135.4 | 191.1 | -29.1% | NA | NA | NA | NA | NA | NA |
| Per Person Per Trip (\$) | 1,612.7 | 2,311.2 | -30.2% | NA | NA | NA | NA | NA | NA |

NA: Not available.

Source: DBEDT

TABLE 25: Oceania MMA Visitor Characteristics: 1999 vs. 1998

| OCEANIA | TOTAL | | | DOMESTIC | | | INTERNATIONAL* | | |
|------------------------------|---------|---------|----------|----------|---------|----------|----------------|---------|----------|
| | 1999 | 1998 | % Change | 1999 | 1998 | % Change | 1999 | 1998 | % Change |
| Total Visitor Days | 941,145 | 964,632 | -2.4% | 275,494 | 300,020 | -8.2% | 665,652 | 664,613 | 0.2% |
| Total Visitors | 111,205 | 107,116 | 3.8% | 37,731 | 40,919 | -7.8% | 73,474 | 66,197 | 11.0% |
| PARTY SIZE | | | | | | | | | |
| One | 27,450 | 20,132 | 36.4% | 10,182 | 11,652 | -12.6% | 17,268 | 8,480 | 103.6% |
| Two | 52,198 | 64,652 | -19.3% | 14,896 | 15,820 | -5.8% | 37,302 | 48,832 | -23.6% |
| Three or more | 31,556 | 22,332 | 41.3% | 12,653 | 13,447 | -5.9% | 18,904 | 8,886 | 112.7% |
| Avg Party Size | 1.96 | 1.89 | 3.9% | 1.82 | 1.78 | 2.1% | 2.03 | 1.95 | 4.2% |
| VISIT STATUS | | | | | | | | | |
| First-Time | 58,856 | 70,054 | -16.0% | 18,173 | 20,205 | -10.1% | 40,682 | 49,849 | -18.4% |
| Repeat | 52,349 | 37,062 | 41.2% | 19,558 | 20,714 | -5.6% | 32,791 | 16,348 | 100.6% |
| Average # Trips | 2.76 | 2.19 | 26.5% | 3.33 | 3.39 | -1.8% | 2.47 | 1.44 | 71.7% |
| TRAVEL METHOD | | | | | | | | | |
| Group Tour | 9,026 | 2,921 | 209.0% | 2,444 | 2,921 | -16.3% | 6,581 | 0 | NA |
| Package | 61,076 | 21,249 | 187.4% | 18,653 | 20,092 | -7.2% | 42,423 | 1,158 | 3565.0% |
| Group Tour & Pkg | 7,542 | 2,306 | 227.0% | 1,973 | 2,306 | -14.5% | 5,569 | 0 | NA |
| True Independent | 48,645 | 85,224 | -42.9% | 18,606 | 20,185 | -7.8% | 30,038 | 65,040 | -53.8% |
| ISLANDS VISITED | | | | | | | | | |
| Oahu | 95,356 | 99,763 | -4.4% | 32,601 | 34,724 | -6.1% | 62,755 | 65,040 | -3.5% |
| Maui County | 23,587 | 14,372 | 64.1% | 6,995 | 8,305 | -15.8% | 16,592 | 6,068 | 173.5% |
| ...Maui | 21,718 | 14,084 | 54.2% | 6,756 | 8,017 | -15.7% | 14,962 | 6,068 | 146.6% |
| ...Molokai | 1,049 | 362 | 189.5% | 284 | 362 | -21.6% | 765 | 0 | NA |
| ...Lanai | 1,618 | 270 | 499.7% | 333 | 270 | 23.4% | 1,285 | 0 | NA |
| Kauai | 9,800 | 8,770 | 11.7% | 3,137 | 3,447 | -9.0% | 6,662 | 5,323 | 25.2% |
| Big Island | 15,999 | 6,751 | 137.0% | 3,626 | 4,374 | -17.1% | 12,372 | 2,377 | 420.6% |
| ...Hilo | 4,830 | 3,868 | 24.9% | 1,304 | 1,491 | -12.5% | 3,525 | 2,377 | 48.3% |
| ...Kona | 13,972 | 6,014 | 132.3% | 2,942 | 3,637 | -19.1% | 11,030 | 2,377 | 364.1% |
| LENGTH OF STAY | | | | | | | | | |
| Oahu (days) | 6.79 | 7.33 | -7.3% | 5.83 | 5.72 | 1.9% | 7.29 | 8.18 | -10.9% |
| Maui (days) | 5.84 | 4.74 | 23.2% | 6.17 | 5.54 | 11.4% | 5.69 | 3.69 | 54.2% |
| Molokai (days) | 2.56 | 5.85 | -56.3% | 2.91 | 5.85 | -50.3% | 2.43 | 0.00 | na |
| Lanai (days) | 5.56 | 6.05 | -8.2% | 4.95 | 6.05 | -18.1% | 5.71 | 0.00 | NA |
| Kauai (days) | 5.22 | 7.80 | -33.0% | 6.10 | 5.98 | 2.0% | 4.81 | 8.97 | -46.4% |
| Big Island (days) | 6.50 | 14.05 | -53.7% | 6.11 | 7.44 | -17.9% | 6.62 | 26.20 | -74.7% |
| ...Hilo (days) | 3.62 | 9.83 | -63.1% | 5.06 | 4.52 | 12.0% | 3.09 | 13.16 | -76.5% |
| ...Kona (days) | 6.19 | 9.44 | -34.4% | 5.29 | 7.10 | -25.5% | 6.43 | 13.04 | -50.6% |
| Statewide (days) | 8.46 | 9.01 | -6.0% | 7.30 | 7.33 | -0.4% | 9.06 | 10.04 | -9.8% |
| ACCOMMODATIONS | | | | | | | | | |
| Hotel | 92,830 | 79,313 | 17.0% | 29,752 | 32,683 | -9.0% | 63,078 | 46,631 | 35.3% |
| ...Hotel Only | 86,357 | 77,125 | 12.0% | 28,662 | 31,477 | -8.9% | 57,695 | 45,649 | 26.4% |
| Condo | 6,740 | 13,595 | -50.4% | 2,241 | 2,745 | -18.4% | 4,499 | 10,850 | -58.5% |
| ...Condo Only | 4,176 | 13,216 | -68.4% | 1,819 | 2,367 | -23.2% | 2,358 | 10,850 | -78.3% |
| Apartment | 4,324 | 1,611 | 168.3% | 1,473 | 1,611 | -8.6% | 2,851 | 0 | NA |
| Bed & Breakfast | 1,458 | 543 | 168.7% | 445 | 543 | -18.0% | 1,013 | 0 | NA |
| Cruise Ship | 445 | 147 | 201.9% | 231 | 147 | 56.7% | 214 | 0 | NA |
| Friends or Relatives | 5,915 | 8,946 | -33.9% | 2,776 | 2,812 | -1.3% | 3,139 | 6,134 | -48.8% |
| PURPOSE OF TRIP | | | | | | | | | |
| Pleasure (Net) | 97,652 | 95,229 | 2.5% | 32,738 | 35,372 | -7.4% | 64,915 | 59,857 | 8.5% |
| ...Honeymoon | 5,395 | 2,223 | 142.7% | 1,843 | 2,223 | -17.1% | 3,552 | 0 | NA |
| MC&I (Net) | 5,804 | 1,557 | 272.9% | 1,766 | 1,557 | 13.4% | 4,038 | 0 | NA |
|Convention/Conf. | 4,084 | 947 | 331.2% | 1,193 | 947 | 26.0% | 2,891 | 0 | NA |
|Corp. Meetings | 1,178 | 359 | 228.3% | 384 | 359 | 7.1% | 794 | 0 | NA |
|Incentive | 558 | 271 | 105.9% | 204 | 271 | -24.6% | 354 | 0 | NA |
| Other Business | 2,082 | 1,142 | 82.4% | 1,047 | 1,142 | -8.3% | 1,036 | 0 | NA |
| Visit Friends/Relatives | 3,865 | 8,443 | -54.2% | 1,664 | 2,103 | -20.9% | 2,202 | 6,340 | -65.3% |
| Government/Military | 394 | 425 | -7.2% | 278 | 425 | -34.6% | 116 | 0 | NA |
| Attend School | 218 | 108 | 102.8% | 110 | 108 | 1.9% | 109 | 0 | NA |
| EXPENDITURES | | | | | | | | | |
| Total Expenditures (\$ mil.) | 182.7 | 185.7 | -1.6% | NA | NA | NA | NA | NA | NA |
| Per Person Per Day (\$) | 194.2 | 192.5 | 0.9% | NA | NA | NA | NA | NA | NA |
| Per Person Per Trip (\$) | 1,643.2 | 1,733.3 | -5.2% | NA | NA | NA | NA | NA | NA |

NA: Not available.

* Sample sizes are small.

Source: DBEDT

TABLE 26: Other Asia MMA Visitor Characteristics: 1999 vs. 1998

| OTHER ASIA | TOTAL | | | DOMESTIC | | | INTERNATIONAL | | |
|------------------------------|---------|---------|----------|----------|---------|----------|---------------|---------|----------|
| | 1999 | 1998 | % Change | 1999 | 1998 | % Change | 1999 | 1998 | % Change |
| Total Visitor Days | 905,320 | 858,790 | 5.4% | 281,124 | 291,512 | -3.6% | 624,196 | 567,277 | 10.0% |
| Total Visitors | 129,564 | 114,480 | 13.2% | 37,256 | 38,023 | -2.0% | 92,309 | 76,457 | 20.7% |
| PARTY SIZE | | | | | | | | | |
| One | 22,321 | 30,656 | -27.2% | 9,950 | 9,320 | 6.8% | 12,371 | 21,336 | -42.0% |
| Two | 36,232 | 39,262 | -7.7% | 9,744 | 9,424 | 3.4% | 26,488 | 29,838 | -11.2% |
| Three or more | 71,011 | 44,562 | 59.4% | 17,561 | 19,280 | -8.9% | 53,450 | 25,283 | 111.4% |
| Avg Party Size | 2.73 | 2.00 | 36.6% | 2.00 | 2.11 | -5.3% | 3.02 | 1.94 | 55.9% |
| VISIT STATUS | | | | | | | | | |
| First-Time | 92,196 | 64,228 | 43.5% | 23,125 | 24,002 | -3.7% | 69,071 | 40,226 | 71.7% |
| Repeat | 37,368 | 50,252 | -25.6% | 14,130 | 14,022 | 0.8% | 23,238 | 36,231 | -35.9% |
| Average # Trips | 2.19 | 2.73 | -19.6% | 2.91 | 2.83 | 2.8% | 1.91 | 2.68 | -28.9% |
| TRAVEL METHOD | | | | | | | | | |
| Group Tour | 64,507 | 29,700 | 117.2% | 12,437 | 12,558 | -1.0% | 52,070 | 17,141 | 203.8% |
| Package | 81,093 | 56,685 | 43.1% | 16,860 | 17,632 | -4.4% | 64,233 | 39,052 | 64.5% |
| Group Tour & Pkg | 58,697 | 24,994 | 134.8% | 9,532 | 9,685 | -1.6% | 49,165 | 15,309 | 221.1% |
| True Independent | 42,662 | 52,991 | -19.5% | 17,491 | 17,456 | 0.2% | 25,171 | 35,535 | -29.2% |
| ISLANDS VISITED | | | | | | | | | |
| Oahu | 116,306 | 100,250 | 16.0% | 31,917 | 32,211 | -0.9% | 84,389 | 68,039 | 24.0% |
| Maui County | 34,537 | 30,181 | 14.4% | 9,057 | 10,200 | -11.2% | 25,480 | 19,981 | 27.5% |
| ...Maui | 32,567 | 29,122 | 11.8% | 8,626 | 9,961 | -13.4% | 23,942 | 19,161 | 24.9% |
| ...Molokai | 2,455 | 2,182 | 12.5% | 689 | 537 | 28.2% | 1,767 | 1,645 | 7.4% |
| ...Lanai | 1,001 | 2,006 | -50.1% | 434 | 456 | -5.0% | 567 | 1,550 | -63.4% |
| Kauai | 6,621 | 11,102 | -40.4% | 3,655 | 4,655 | -21.5% | 2,965 | 6,448 | -54.0% |
| Big Island | 25,186 | 19,023 | 32.4% | 5,447 | 6,144 | -11.3% | 19,739 | 12,878 | 53.3% |
| ...Hilo | 11,563 | 10,603 | 9.1% | 2,092 | 2,296 | -8.9% | 9,471 | 8,307 | 14.0% |
| ...Kona | 19,463 | 11,906 | 63.5% | 4,449 | 5,091 | -12.6% | 15,014 | 6,815 | 120.3% |
| LENGTH OF STAY | | | | | | | | | |
| Oahu (days) | 5.74 | 5.54 | 3.6% | 5.79 | 5.44 | 6.5% | 5.72 | 5.59 | 2.3% |
| Maui (days) | 3.23 | 4.24 | -23.8% | 4.84 | 4.82 | 0.4% | 2.66 | 3.95 | -32.7% |
| Molokai (days) | 2.76 | 3.22 | -14.3% | 3.76 | 3.49 | 7.7% | 2.37 | 3.13 | -24.4% |
| Lanai (days) | 5.19 | 3.90 | 33.1% | 9.35 | 4.70 | 99.0% | 2.00 | 3.66 | -45.4% |
| Kauai (days) | 3.97 | 5.55 | -28.4% | 4.62 | 5.70 | -18.9% | 3.17 | 5.44 | -41.7% |
| Big Island (days) | 3.73 | 5.41 | -31.1% | 5.71 | 6.16 | -7.3% | 3.19 | 5.06 | -37.0% |
| ...Hilo (days) | 2.37 | 5.31 | -55.3% | 3.90 | 5.08 | -23.3% | 2.03 | 5.37 | -62.1% |
| ...Kona (days) | 3.42 | 3.92 | -12.8% | 5.16 | 5.15 | 0.3% | 2.91 | 3.01 | -3.3% |
| Statewide (days) | 6.99 | 7.50 | -6.9% | 7.55 | 7.67 | -1.6% | 6.76 | 7.42 | -8.9% |
| ACCOMMODATIONS | | | | | | | | | |
| Hotel | 102,308 | 85,155 | 20.1% | 29,665 | 30,045 | -1.3% | 72,643 | 55,110 | 31.8% |
| ...Hotel Only | 98,149 | 82,256 | 19.3% | 28,521 | 28,874 | -1.2% | 69,628 | 53,382 | 30.4% |
| Condo | 6,359 | 7,644 | -16.8% | 2,683 | 3,206 | -16.3% | 3,676 | 4,438 | -17.2% |
| ...Condo Only | 4,815 | 6,504 | -26.0% | 2,195 | 2,660 | -17.5% | 2,620 | 3,843 | -31.8% |
| Apartment | 2,147 | 2,256 | -4.8% | 666 | 785 | -15.1% | 1,481 | 1,472 | 0.6% |
| Bed & Breakfast | 7,982 | 9,205 | -13.3% | 411 | 374 | 9.8% | 7,571 | 8,831 | -14.3% |
| Cruise Ship | 1,555 | 639 | 143.4% | 462 | 291 | 58.8% | 1,093 | 348 | 214.2% |
| Friends or Relatives | 7,485 | 10,231 | -26.8% | 3,201 | 3,408 | -6.1% | 4,284 | 6,823 | -37.2% |
| PURPOSE OF TRIP | | | | | | | | | |
| Pleasure (Net) | 97,131 | 90,539 | 7.3% | 26,629 | 27,338 | -2.6% | 70,503 | 63,202 | 11.6% |
| ...Honeymoon | 18,960 | 12,713 | 49.1% | 1,891 | 2,368 | -20.1% | 17,069 | 10,345 | 65.0% |
| MC&I (Net) | 13,221 | 8,911 | 48.4% | 3,892 | 4,158 | -6.4% | 9,329 | 4,753 | 96.3% |
|Convention/Conf. | 5,345 | 3,724 | 43.5% | 1,692 | 1,671 | 1.3% | 3,653 | 2,053 | 77.9% |
|Corp. Meetings | 3,339 | 2,040 | 63.7% | 758 | 1,055 | -28.1% | 2,581 | 985 | 162.0% |
|Incentive | 4,603 | 3,174 | 45.0% | 1,507 | 1,450 | 4.0% | 3,096 | 1,725 | 79.5% |
| Other Business | 6,291 | 6,176 | 1.9% | 3,171 | 3,274 | -3.1% | 3,120 | 2,902 | 7.5% |
| Visit Friends/Relatives | 7,599 | 6,523 | 16.5% | 2,708 | 2,445 | 10.7% | 4,892 | 4,078 | 20.0% |
| Government/Military | 979 | 653 | 49.9% | 651 | 345 | 88.7% | 327 | 308 | 6.4% |
| Attend School | 1,080 | 678 | 59.3% | 233 | 211 | 10.4% | 847 | 467 | 81.3% |
| EXPENDITURES | | | | | | | | | |
| Total Expenditures (\$ mil.) | 174.5 | 191.7 | -9.0% | NA | NA | NA | NA | NA | NA |
| Per Person Per Day (\$) | 192.7 | 223.2 | -13.7% | NA | NA | NA | NA | NA | NA |
| Per Person Per Trip (\$) | 1,346.8 | 1,674.5 | -19.6% | NA | NA | NA | NA | NA | NA |

NA: Not available.

Source: DBEDT

TABLE 27: Latin America MMA Visitor Characteristics: 1999 vs. 1998

| LATIN AMERICA | DOMESTIC | | |
|------------------------------|----------|---------|----------|
| | 1999 | 1998 | % Change |
| Total Visitor Days | 170,268 | 212,533 | -19.9% |
| Total Visitors | 17,305 | 21,379 | -19.1% |
| PARTY SIZE | | | |
| One | 4,191 | 4,882 | -14.2% |
| Two | 8,254 | 9,674 | -14.7% |
| Three or more | 4,860 | 6,822 | -28.8% |
| Avg Party Size | 1.81 | 1.87 | -3.1% |
| VISIT STATUS | | | |
| First-Time | 11,034 | 14,535 | -24.1% |
| Repeat | 6,272 | 6,844 | -8.4% |
| Average # Trips | 2.45 | 2.30 | 6.4% |
| TRAVEL METHOD | | | |
| Group Tour | 2,279 | 3,198 | -28.7% |
| Package | 7,474 | 9,943 | -24.8% |
| Group Tour & Pkg | 1,792 | 2,344 | -23.6% |
| True Independent | 9,344 | 10,577 | -11.7% |
| ISLANDS VISITED | | | |
| Oahu | 12,560 | 16,005 | -21.5% |
| Maui County | 7,740 | 10,137 | -23.6% |
| ...Maui | 7,670 | 10,049 | -23.7% |
| ...Molokai | 191 | 350 | -45.4% |
| ...Lanai | 175 | 326 | -46.3% |
| Kauai | 2,430 | 3,255 | -25.4% |
| Big Island | 3,229 | 3,858 | -16.3% |
| ...Hilo | 1,042 | 1,362 | -23.5% |
| ...Kona | 2,707 | 3,217 | -15.9% |
| LENGTH OF STAY | | | |
| Oahu (days) | 7.13 | 6.90 | 3.4% |
| Maui (days) | 6.22 | 5.95 | 4.5% |
| Molokai (days) | 2.47 | 2.70 | -8.6% |
| Lanai (days) | 2.58 | 3.14 | -17.8% |
| Kauai (days) | 5.31 | 5.58 | -4.9% |
| Big Island (days) | 5.94 | 5.94 | -0.1% |
| ...Hilo (days) | 4.04 | 3.45 | 16.8% |
| ...Kona (days) | 5.53 | 5.10 | 8.5% |
| Statewide (days) | 9.84 | 9.94 | -1.0% |
| ACCOMMODATIONS | | | |
| Hotel | 12,652 | 16,623 | -23.9% |
| ...Hotel Only | 12,024 | 15,818 | -24.0% |
| Condo | 2,149 | 2,246 | -4.3% |
| ...Condo Only | 1,848 | 1,867 | -1.0% |
| Apartment | 409 | 493 | -17.0% |
| Bed & Breakfast | 233 | 243 | -4.4% |
| Cruise Ship | 277 | 461 | -39.9% |
| Friends or Relatives | 1,417 | 1,406 | 0.8% |
| PURPOSE OF TRIP | | | |
| Pleasure (Net) | 13,762 | 17,561 | -21.6% |
| ...Honeymoon | 1,764 | 1,885 | -6.4% |
| MC&I (Net) | 1,942 | 2,124 | -8.6% |
|Convention/Conf. | 1,209 | 1,484 | -18.5% |
|Corp. Meetings | 358 | 364 | -1.7% |
|Incentive | 412 | 312 | 32.3% |
| Other Business | 458 | 482 | -5.1% |
| Visit Friends/Relatives | 777 | 810 | -4.1% |
| Government/Military | 84 | 109 | -22.9% |
| Attend School | 87 | 67 | 29.9% |
| EXPENDITURES | | | |
| Total Expenditures (\$ mil.) | 29.4 | 27.8 | 5.9% |
| Per Person Per Day (\$) | 172.8 | 130.7 | 32.2% |
| Per Person Per Trip (\$) | 1,700.3 | 1,299.2 | 30.9% |

Source: DBEDT

TABLE 28: Other MMA Visitor Characteristics: 1999 vs. 1998

| OTHER | TOTAL | | | DOMESTIC | | | INTERNATIONAL | | |
|------------------------------|-----------|-----------|----------|-----------|-----------|----------|---------------|-----------|----------|
| | 1999 | 1998 | % Change | 1999 | 1998 | % Change | 1999 | 1998 | % Change |
| Total Visitor Days | 3,292,779 | 3,110,029 | 5.9% | 2,001,591 | 1,898,797 | 5.4% | 1,291,188 | 1,211,231 | 6.6% |
| Total Visitors | 310,656 | 298,412 | 4.1% | 194,494 | 182,189 | 6.8% | 116,162 | 116,223 | -0.1% |
| PARTY SIZE | | | | | | | | | |
| One | 95,342 | 86,365 | 10.4% | 53,117 | 52,651 | 0.9% | 42,225 | 33,714 | 25.2% |
| Two | 125,518 | 131,954 | -4.9% | 86,902 | 80,368 | 8.1% | 38,616 | 51,586 | -25.1% |
| Three or more | 89,796 | 80,093 | 12.1% | 54,475 | 49,170 | 10.8% | 35,320 | 30,923 | 14.2% |
| Avg Party Size | 1.71 | 1.73 | -1.0% | 1.76 | 1.73 | 2.0% | 1.62 | 1.73 | -6.2% |
| VISIT STATUS | | | | | | | | | |
| First-Time | 116,948 | 131,462 | -11.0% | 82,785 | 80,332 | 3.1% | 34,163 | 51,130 | -33.2% |
| Repeat | 193,708 | 166,950 | 16.0% | 111,709 | 101,858 | 9.7% | 81,999 | 65,093 | 26.0% |
| Average # Trips | 5.02 | 4.35 | 15.4% | 4.41 | 4.35 | 1.3% | 6.05 | 4.35 | 39.0% |
| TRAVEL METHOD | | | | | | | | | |
| Group Tour | 28,128 | 32,143 | -12.5% | 20,299 | 19,558 | 3.8% | 7,829 | 12,585 | -37.8% |
| Package | 93,887 | 110,410 | -15.0% | 69,122 | 67,442 | 2.5% | 24,765 | 42,968 | -42.4% |
| Group Tour & Pkg | 22,334 | 24,173 | -7.6% | 15,532 | 14,702 | 5.6% | 6,802 | 9,471 | -28.2% |
| True Independent | 210,975 | 179,666 | 17.4% | 120,606 | 109,673 | 10.0% | 90,369 | 69,993 | 29.1% |
| ISLANDS VISITED | | | | | | | | | |
| Oahu | 215,634 | 186,050 | 15.9% | 120,933 | 113,610 | 6.4% | 94,701 | 72,440 | 30.7% |
| Maui County | 99,983 | 123,443 | -19.0% | 78,448 | 75,329 | 4.1% | 21,536 | 48,115 | -55.2% |
| ...Maui | 94,100 | 119,829 | -21.5% | 76,281 | 73,130 | 4.3% | 17,819 | 46,698 | -61.8% |
| ...Molokai | 3,206 | 5,470 | -41.4% | 2,791 | 3,325 | -16.1% | 415 | 2,146 | -80.7% |
| ...Lanai | 6,819 | 5,938 | 14.8% | 3,263 | 3,611 | -9.6% | 3,556 | 2,327 | 52.8% |
| Kauai | 44,255 | 57,720 | -23.3% | 36,510 | 35,261 | 3.5% | 7,745 | 22,459 | -65.5% |
| Big Island | 60,877 | 63,457 | -4.1% | 39,078 | 38,724 | 0.9% | 21,799 | 24,733 | -11.9% |
| ...Hilo | 24,649 | 34,241 | -28.0% | 13,354 | 12,996 | 2.8% | 11,295 | 21,245 | -46.8% |
| ...Kona | 46,664 | 41,571 | 12.3% | 32,882 | 33,265 | -1.1% | 13,782 | 8,306 | 65.9% |
| LENGTH OF STAY | | | | | | | | | |
| Oahu (days) | 8.73 | 7.22 | 20.9% | 7.57 | 7.29 | 3.8% | 10.21 | 7.10 | 43.8% |
| Maui (days) | 7.01 | 7.26 | -3.3% | 7.13 | 7.21 | -1.1% | 6.52 | 7.33 | -11.1% |
| Molokai (days) | 4.83 | 6.10 | -20.9% | 5.17 | 5.87 | -11.9% | 2.50 | 6.46 | -61.3% |
| Lanai (days) | 5.27 | 6.79 | -22.4% | 4.93 | 6.52 | -24.4% | 5.58 | 7.21 | -22.6% |
| Kauai (days) | 6.07 | 6.29 | -3.6% | 6.45 | 6.23 | 3.6% | 4.24 | 6.39 | -33.7% |
| Big Island (days) | 7.07 | 7.26 | -2.6% | 7.06 | 7.24 | -2.5% | 7.10 | 7.30 | -2.7% |
| ...Hilo (days) | 4.79 | 5.92 | -19.1% | 4.99 | 4.76 | 4.7% | 4.57 | 6.63 | -31.1% |
| ...Kona (days) | 6.69 | 6.21 | 7.8% | 6.36 | 6.57 | -3.1% | 7.49 | 4.77 | 57.0% |
| Statewide (days) | 10.60 | 10.42 | 1.7% | 10.29 | 10.42 | -1.3% | 11.12 | 10.42 | 6.7% |
| ACCOMMODATIONS | | | | | | | | | |
| Hotel | 184,802 | 190,093 | -2.8% | 122,807 | 116,117 | 5.8% | 61,995 | 73,976 | -16.2% |
| ...Hotel Only | 168,304 | 175,160 | -3.9% | 113,495 | 107,011 | 6.1% | 54,809 | 68,149 | -19.6% |
| Condo | 42,104 | 53,664 | -21.5% | 33,550 | 32,729 | 2.5% | 8,554 | 20,935 | -59.1% |
| ...Condo Only | 33,394 | 45,575 | -26.7% | 28,549 | 27,792 | 2.7% | 4,845 | 17,784 | -72.8% |
| Apartment | 7,807 | 8,168 | -4.4% | 5,204 | 5,002 | 4.0% | 2,603 | 3,167 | -17.8% |
| Bed & Breakfast | 4,969 | 4,813 | 3.2% | 3,243 | 2,934 | 10.5% | 1,726 | 1,879 | -8.1% |
| Cruise Ship | 3,839 | 5,141 | -25.3% | 3,380 | 3,126 | 8.1% | 459 | 2,015 | -77.2% |
| Friends or Relatives | 43,831 | 38,581 | 13.6% | 25,084 | 23,506 | 6.7% | 18,747 | 15,075 | 24.4% |
| PURPOSE OF TRIP | | | | | | | | | |
| Pleasure (Net) | 203,483 | 222,293 | -8.5% | 142,840 | 135,791 | 5.2% | 60,643 | 86,502 | -29.9% |
| ...Honeymoon | 16,114 | 18,864 | -14.6% | 13,097 | 11,549 | 13.4% | 3,016 | 7,315 | -58.8% |
| MC&I (Net) | 31,807 | 26,838 | 18.5% | 19,409 | 16,342 | 18.8% | 12,398 | 10,496 | 18.1% |
|Convention/Conf. | 22,117 | 17,040 | 29.8% | 12,817 | 10,402 | 23.2% | 9,300 | 6,639 | 40.1% |
|Corp. Meetings | 6,145 | 5,660 | 8.6% | 3,908 | 3,430 | 14.0% | 2,237 | 2,231 | 0.3% |
|Incentive | 3,769 | 4,567 | -17.5% | 2,903 | 2,769 | 4.8% | 866 | 1,798 | -51.8% |
| Other Business | 15,431 | 13,095 | 17.8% | 8,449 | 7,967 | 6.1% | 6,982 | 5,129 | 36.1% |
| Visit Friends/Relatives | 29,076 | 28,100 | 3.5% | 18,223 | 17,138 | 6.3% | 10,853 | 10,962 | -1.0% |
| Government/Military | 15,443 | 5,383 | 186.9% | 3,767 | 3,290 | 14.5% | 11,676 | 2,093 | 457.8% |
| Attend School | 5,970 | 1,641 | 263.8% | 976 | 1,011 | -3.4% | 4,994 | 630 | 692.5% |
| EXPENDITURES | | | | | | | | | |
| Total Expenditures (\$ mil.) | 545.8 | 476.0 | 14.7% | NA | NA | NA | NA | NA | NA |
| Per Person Per Day (\$) | 165.7 | 153.1 | 8.3% | NA | NA | NA | NA | NA | NA |
| Per Person Per Trip (\$) | 1,756.8 | 1,595.2 | 10.1% | NA | NA | NA | NA | NA | NA |

NA: Not available.

Source: DBEDT